

LEMON GROVE REVIEW

AND SUBURBANITE

California's Fastest Growing Community . . . 'Best Climate On Earth'

LOCAL

ELECTION EXTRA—TWO SECTIONS

SUNDAY, NOVEMBER 23, 1958

SAMPLE COPY

The Dimmer View

BY MAX GOODWIN

There is a law which is very clear in regard to election material seeking to influence the outcome of an election.

California Election Code 5005 (1950) says succinctly that every person is guilty of a misdemeanor or who writes, causes to be written, prints or circulates such material without it carrying the name of the person or group who writes or the printer who prints the material.

Reason for the warning is a "tip" that material designed to vilify leaders of the community supporting incorporation is to be circulated as a "surprise" just before the election Tuesday.

The district attorney has been alerted to the possibility of such material and he assures us he will take vigorous steps to prosecute any Election Code infraction. Printing is easy to track to its source and the hazard of infraction of the election code is a risky one to take.

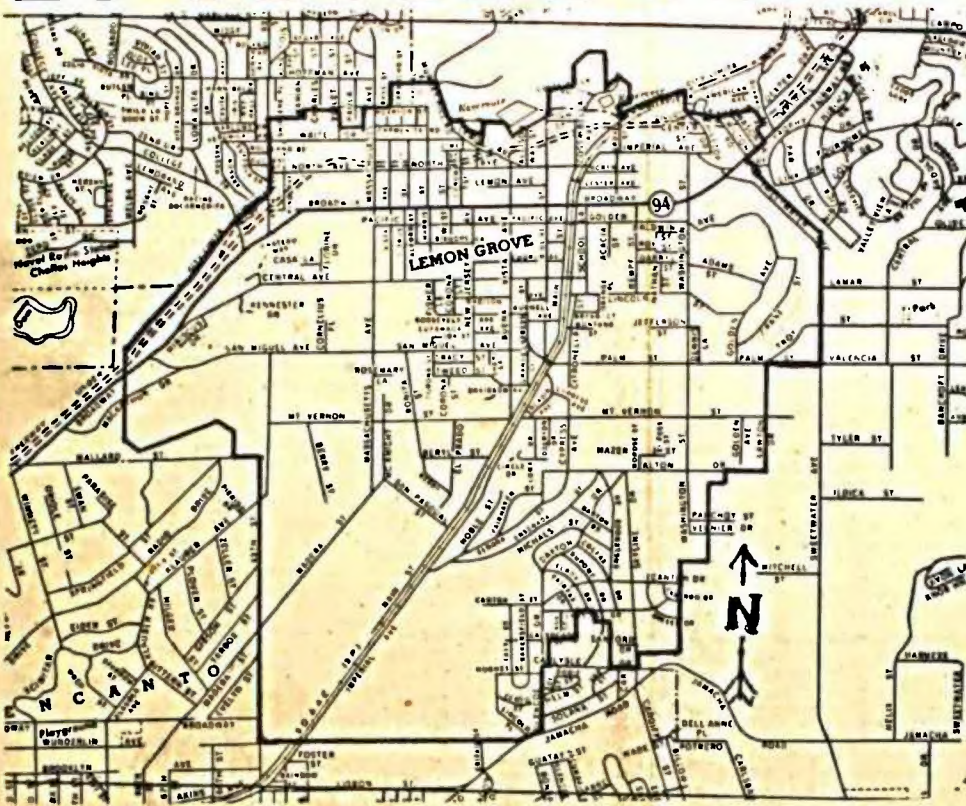
Liquor Legal Election Day

C. C. Miller, supervising agent for the state board of equalization, Alcoholic Beverage Control department, said that bars and liquor stores may remain open Tuesday November 25 the day of the election on incorporation in Lemon Grove.

He said that closing was required on city, state, county, general or federal elections.

If the election issue is successful, liquor establishments must close during future city elections, he said.

LG FUTURE TUESDAY ISSUE



CITY LIMIT—Here is a map (unofficial) of the city of Lemon Grove, if and when the election scheduled for November 25 is successful. City will extend to a point just beyond Sweetwater road on the east, to Jamacha road on the south, to Murray Hills on the north (most of Vista La Mesa is excluded) and to the San Diego city limit on the west. Proponents, quoting from a survey conducted by the Los Angeles Bureau

of Municipal Research, say forming of Lemon Grove as a sixth class city (incorporation) will reduce taxes while providing more services. Material from the survey will be published in forthcoming issues of this newspaper. Committee of One Thousand for Incorporation will also embark upon an education program for the area during the month of October. Population estimate at election time: 24,000

Incorporation At Stake As Voters Await Election

Local voters will go to the polls again Tuesday to determine, for the second time, whether Lemon Grove will become an incorporated city. Incorporation was rejected by the voters in January, 1955.

Failure of the 1955 incorporation issue can be blamed on lack of proper educational information, fear of added taxes and just about anything else one cares to name. But the fact remains, the citizens of Lemon Grove felt the community wasn't ready for incorporation in 1955.

This time, however, according to an independent survey, public opinion seems to favor incorporation. Residents have witnessed the tremendous growth of Lemon Grove in the almost four years since they went to the polls to make a decision about the community's future.

MORE SERVICES

Incorporation would give the community services it does not have now, such as a police department, street maintenance, a juvenile recreation program and other services not available in an unincorporated area. Opponents of incorporation claim a high tax rate would be needed to finance these services.

Under incorporation, a portion of taxes collected by the state of California would be refunded to Lemon Grove. Persons who urge a "no" vote on incorporation claim money received from the state would not be enough to maintain a sixth class city, which Lemon Grove would become if the election issue passes.

The incorporation election in 1955 was similar to the one next week in that it called for a city council with approximately the same number of candidates, 24, running for office. Twenty-six candidates have filed for a seat on the council this time. However,

(Continued on Page 8)

Election Literature Must Be Signed

District attorney Don Keller said this week he would take "vigorous action" if there was evidence that material seeking to influence the election on incorporation was distributed without carrying a "source" line.

California elections code section 5005 requires that the writer or printer must be identified on this type of material.

Residents receiving unsigned literature of this nature are requested to submit it to the district attorney's office.

Don't Put Printed Matter In Mailboxes Postmaster Warns

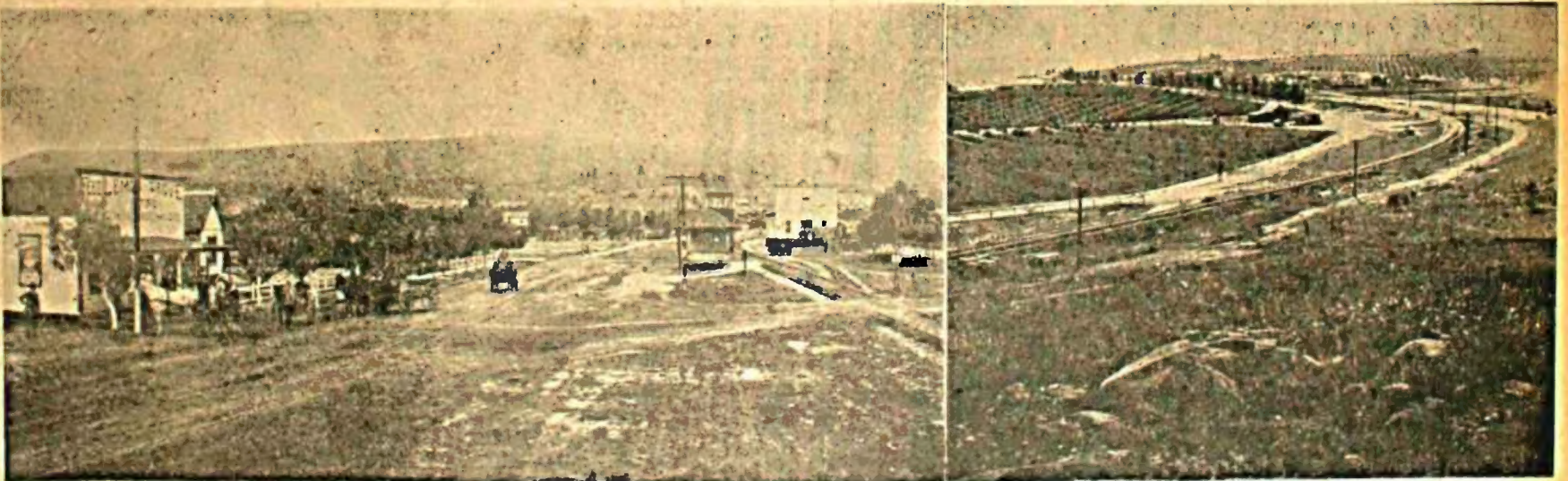
Lemon Grove postmaster Frenchy Faucher this week warned that postage would be charged on all campaign literature and other printed matter stuffed into private mail boxes.

He said that postal law 335.5 requires that any mailable matter found in private mail receptacles without prepayment of postage will be treated as subject to postage.

This means, he said, that cards, pamphlets, handbills, letters or other printed material put in local residents' mail boxes is subject to full postage.

Payment will be required on all pieces so distributed. There is also a fine involved for repeated violation, Faucher said.

Poultry Raising Gardening Lured Lemon Grove Pioneers



These pictures show Lemon Grove at the turn of the century when dirt roads and horses and buggies were part of the scene and Lemon Grove really did have lemon groves. The picture on the left is a view of Imperial avenue looking north, taken in 1911. Notice the scarcity of buildings; the grocery store in the left foreground with a residence behind it, which probably was owned by the store proprietor,

and what appears to be the local depot building with a steeple alongside the railroad tracks at right of picture. The picture at right was taken in 1897 and shows Imperial avenue in the foreground, looking south toward the center of town in the right foreground. The railroad tracks follow Imperial avenue, curving around the bend in the right foreground, as they still do today. Notice practically the entire

area is devoted to fruit orchards, stretching as far as you can see, with a smattering of buildings dotting the landscape. A church can barely be distinguished at top center of the photo. Most of the other buildings appear to be homes. These scenes point up the tremendous growth of Lemon Grove through the years, from a fruit-growing spot beside the road to an important community in the county.

By Max Goodwin

Lemon Grove history, for the most part, has an indefinite quality. You can choose your narrator and come up with the type of historical background you desire.

This is usual where the history has not been set down in type as a basing point upon which personal experience can be enlarged. History, too, has to do with the age and era from which the material is drawn.

When I decided to do a modicum of research from which this Lemon Grove historical emanation would come, I settled for the years straddling 1915, for that seemed to be the period when Lemon Grove had started taking form and the first gentle surging of activity for community improvement could be felt.

In these years of adolescence

the San Diego and Southern Railway's eastern division operated six runs daily through Lemon Grove. However, one run was not operated on Sunday.

Advertising pamphlets in the years near 1915 referred to Lemon Grove as "The Pasadena of San Diego."

A downtown San Diego real estate firm had this provocative heading on an advertisement offering land for sale in Lemon Grove. "See Naples and Die," he said, and "See Lemon Grove and Live." The real estate man then developed his point by saying, "Here the fruit is an event that is practically unknown; where the air is the clearest, water the purest, and the coal dealer does not hold one at his mercy; where living is cheap and life is one continuous round of pleasure."

"Do you know . . . that the city of San Diego is the Naples of the Pacific Coast? There is a saying among travelers. 'See Naples and die,' but we change it by saying 'See Lemon Grove and Live.'"

In 1915 the population of the "Grove" was listed as 800 and reference was made to its 200 beautiful homes. "owned by the occupants." Much importance was properly put on the San Diego and Southern Railway but spotlighted also was "one of the best boulevards in the state parallels the railway as far as Lemon Grove at which point it branches off to the east." Several stage coaches a day connected Lemon Grove with Imperial Valley in those days.

Telephone, gas, electricity and water were in use in "practically every residence in the community," said one promoter.

Lemon Grove, in those days as now, was essentially a residential community and one source of information said that Lemon Grove "industry is by no means inconsiderable." Business, however, was in the growing, packing and shipping of oranges, lemons and grapefruit. It was a large and profitable part of the economy and employment for both sexes was afforded. More than 900 acres were devoted to citrus raising, practically all of which was controlled by the Lemon Grove Fruit Growers Association. They shipped an average of two car loads a day during the season.

Poultry raising was the second industry of Lemon Grove in the '15s. Historians, as we must refer to the real estate developers, said that climate and soil was "particularly well adapted" to the successful operation of chicken farming.

In other references to the advantages of Lemon Grove in those days, gardening was offered as a reason for living here. One developer pointed out that most residences have gardens attached "where practically every vegetable and fruit can be grown to perfection. There is always a profitable market for any surplus, and as one gardens here all year 'round gardening is a paying occupation," he added.

The cultural side was not missed either. Considerable attention was given to "the very excellent school, taken care of by a corps of competent teachers." This school was located at Main and Central where the Jack Sanders residence now stands. Later, a school was begun north of Broadway to care for the educational

needs of Mexican families. These families did not properly respond and the school was soon closed. Segregation, so to speak, had failed in Lemon Grove.

The Main and Central school was described as "new and commodious, special care being given to sanitary conditions." Enrollment was listed as 28 pupils. "Sanitary care," as near as we can ascertain, was an inside "outhouse" which was used by girls on the even hours, boys in between.

There was but a single church here, then. It was the Lemon Grove Congregational church which, observers said, was a community church "where many denominations work and worship together in utmost harmony and serves all religious needs."

Lemon Grove boasted a country club, too. Not a country club

in the true sense of the word. It was actually a civic improvement organization which was dissolved when the Lemon Grove chamber of commerce was formed. country club had a clubhouse at Church and Olive streets where the present Congregational church parsonage is now located. In publicity pamphlets of that era the club offered the use of its secretary to "gladly engage in correspondence with intending home-seekers" in Lemon Grove.

Other attractions in Lemon Grove in the mid '15s included a county free library and a Women's club affiliated with the Federation of Women's.

Lemon Grove, as pictured by the inhabitants, was a place in whose wholesome atmosphere family life could be and was at its best.

Survey Shows Why Suggestion For Incorporating City Was Made By LABMR

SUMMARY OF INCOME AND EXPENSE ESTIMATES Proposed City of Lemon Grove

Governmental public service is financed by direct and indirect taxation. Below is a summarized budget of revenues and one of expenses based upon present population and characteristics of Lemon Grove, reflecting average experience of California municipalities:

Est. Annual Income	Am't.
State subventions	\$161,780
Licenses and permits	71,230
Fees, charges, permits, fines	79,350
City sales tax	265,000
Miscellaneous	20,650

TOTAL \$598,010

Estimated Annual Expenditures:	
General government	\$ 35,950
Police department	143,800
Fire department	107,850
Sanitation, refuse, etc.	57,520
Streets, repair, lights	86,280
Parks, playgrounds, recreation	43,140
Miscellaneous - Contingent Fund	123,470

TOTAL \$598,010

As one of the Metropolitan Areas of the United States, San Diego County ranked eleventh in the number of homes completed in 1956. There has been a corresponding increase in manufacturing payrolls — for example: In August, 1954, payrolls were at the rate of \$3,447,000 a week compared with \$6,658,000 in August, 1957.

Personal incomes of Metropolitan San Diego are currently at the rate of \$1,567,350,000 annually which is 5.94% of the State total and the highest percentage in the County's history.

Another measurement of this growth is in the record of business transactions: Retail sales of San Diego County were reported by the U.S. Census Bureau for 1948 at \$307,440,000; for 1954 at \$801,413,000; and taxed retail sales indicate that the volume amounted to \$908,021,000 in 1956 and \$1,176,520,000 for 1957—(our estimate).

Lemon Grove is, in itself an expression of the County's growth and modernization. As indicated by the statistical tables, it is a comparatively new community — in County territory — built according to the modern, low-density pattern of one-family dwelling units.

In 1945 the Lemon Grove Elementary School District enrolled 477 pupils; the Grossmont High School District had an enrollment of 1,251. The 1956-57 Lemon Grove Elementary enrollment was 3,149; the High School District's was 6,197; and, the combined Elementary enrollment in the Grossmont High School District showed an increase from 3,746 in 1945 to 29,493. The latter figure is a few hundred more than were enrolled in the San Diego Unified District in 1945.

Although living in unincorporated territory, residents of Lemon Grove pay taxes equal to those paid by city residents, because most of the income of local government is collected under California General Law which makes no distinction between the farm and the non-farm family dwelling. The kind and amount of these taxes, in relation to the functions which they should provide, is set forth in the statistical tables herewith. These are a portion of the annual tax collection of \$700 per capita.

Your assignment called for a study of the relevant facts and asked for a recommendation as to whether Lemon Grove should remain unincorporated, annex to the City of San Diego, or incorporate as a municipality.

There is much to commend and admire in the County government, and in the municipal government of San Diego. We have studied their records and those of other San Diego County cities but find that the trend today is toward a more immediately responsive government . . . one able to recapture State-collected taxes for local use under Home Rule.

From the facts gathered and the studies made, therefore, our conclusion is that the best form of local government for Lemon Grove would be that of an incorporated city of the sixth class.

This is part two of the Los Angeles Bureau of Municipal Research survey, a study made to

This is the survey made by the Los Angeles Bureau of Municipal Research. It was this survey which led Lemon Grove chamber of commerce to set into motion a move to bring about an election of forming a city of the sixth class.

The LA Bureau of Municipal Research is recognized throughout the state as one of the most reputable firms of its type in operation. The chamber verified this as fact before gathering together, from voluntary contributors, some \$1,800 to have the survey made.

This is the cover letter written by James O. Stevenson, director of the bureau.

LOS ANGELES BUREAU OF MUNICIPAL RESEARCH

Lemon Grove Chamber of Commerce

Gentlemen:

Attn: Earl Smart, President

Referring to your assignment dated August 16, 1957, we have completed the study, and report herein the facts upon which the requested recommendation is based.

The people of Lemon Grove share the benefits and burdens of National, State and Local government. They are taxed on their incomes, their property, their purchases and in diverse other ways. Most of the taxes are unescapable — hence the problem of your community is primarily that of adjusting most advantageously to the established pattern of local government for which you are now taxed.

Taxes should be in proportion to the reasonable cost of service rendered, and such is usually the case when those who pay taxes also exercise their responsibilities as self-governing citizens.

Our report includes information to guide you in appraising the conclusions and recommendations.

For a community as homogenous and as favorably situated as Lemon Grove, we believe the suggested course of action is best of the choices available.

No consideration has been given to public schools because education, under California law, is committed to local Boards of Education.

Respectfully submitted
JAMES O. STEVENSON,
Director

JOS:G

show the advantages and disadvantages of various forms of government for Lemon Grove. The cost of the survey was underwritten by Lemon Grove chamber of commerce members and the chamber proceeded to follow the recommendations of the survey by calling for the election on incorporation set for November 25.

CHARACTERISTICS OF LEMON GROVE

Description: Lemon Grove is an unincorporated urban community comprising 4.1 square miles and situated

5.5 miles northeast of the Central Business District of San Diego City.

Primarily a residential community, Lemon Grove is superbly situated topographically, climatically, and for ease of access without encountering heavy local or regional traffic.

Population:

The official population, based on the current registration of voters, is 21,904.

Within a 3-mile radius is the city of La Mesa, the community of Spring Valley, and portions of Encanto and Mission Hills in San Diego City. An ultimate population of 150,000 may be expected within the radius depicted on the map.

Income and Buying Power:

Current personal incomes of Lemon Grove inhabitants is at the annual rate of \$52,127,500. According to 1950 U.S. Census of family incomes in the San Diego area, Lemon Grove (Census Tract 17) was in the upper one-third of average incomes per family. The current upgraded average is \$7,250 per family.

Housing:

At the year's end, 1956, there were 6,691 dwelling units, with the present total estimated at 7,100. These are predominantly one-family dwellings located on lots averaging 6,300 sq. ft. For a chronology of construction and value see Table VIII.

As a residential community, Lemon Grove is about 80 percent developed. Land occupancy is ahead of service facilities to stabilize and safeguard the values which developed property represents.

Local Taxes:

The assessed valuation of the Lemon Grove School District is recorded as follows:

Secured	1952	\$ 8,523,690
Unsecured		\$ 270,570
TOTAL		\$ 8,794,260
Secured	1954	\$13,616,160
Unsecured		\$ 387,330
TOTAL		\$14,003,490
Secured	1955	\$14,605,900
Unsecured		\$ 671,140
TOTAL		\$15,277,130

Secured	1956	\$15,635,100
Unsecured		\$ 780,280
TOTAL		\$16,415,380

Secured	1957	\$17,958,930
Unsecured		\$ 913,280
TOTAL		\$18,872,210

Tax levies on 1956-57 on the property so valued were divided as follows:

County General	\$1.99	\$ 326,427
Lemon Grove		
Schools	3.62	59,802
L.G. Fire		
Protect. Dist.	.56	91,858
Grossmont Hosp.		
District	.10	16,403
Metro. Water		
District	.25	41,008
S.D. Co. Water		
Authority	.09	14,763
County Free		
Library	.07	11,432
L.G. Sanitation		
District	.33*	54,131

TOTAL \$7.91 \$1,149,871

* On land and improvements only - levy is approximate.

PUBLIC SERVICES

Streets and Highways:

Lemon Grove has approximately 13.5 miles of streets classified as "major" because of design for regional or commercial traffic, and 36.5 miles of local or residential streets. It is reported that only 25 percent of the major and 9 percent of the local streets are of "proper right-of-way width."

Paving is reported as: 10 percent improved, 33 percent strip, 50 percent oil mix and 7 percent dirt. This right-of-way non-conformity is measured by the conventional standards of a large city. The modern Freeway removes much of the need for heavy traffic accommodation on local and regional streets and highways.

Sewers:

Existing sewers are deemed adequate for present and future needs - with service available for new connections as needed. Sewer maintenance and disposal is a function of the Lemon Grove Sanitation District under a treatment and disposal contract with the City of San Diego, on a gallonage basis.

Income of the Lemon Grove Sanitation District for 1955-56

was \$80,273, of which \$50,357 was collected as district property taxes and \$24,737 as charges for services. Property tax levies for the Lemon Grove Sanitation District of the past two years were:

Fiscal Year	Tax Rate	Tax Levy
1955-56	\$0.46	\$51,027
1956-57	.48	39,722

Water:

Water service and cost is joined with other territory holding membership in the Metropolitan Water District of Southern California . . . and is a separate tax charge by the Metropolitan Water District over the entire territory so joined.

Refuse and Garbage Disposal:

Usually this service in county territory is a somewhat costly district tax. Lemon Grove residents now obtain service by private contract, according to individual need and preferences.

Garbage disposal by grinding through kitchen sinks solves the problem in most modern homes. The cities of Carlsbad, Chula Vista, El Cajon, Escondido and La Mesa reported nothing spent for this function in 1955-56. San Diego spent \$1,505,040; Oceanside \$103,066; National City, \$73,940; Coronado, \$66,380 — to service less modern housing and more extensive commercial and resort areas.

Street Lights:

These now must be provided and maintained by the formation of Lighting Districts, empowered to levy property taxes for installation and maintenance.

San Diego's City street lighting expenditure of 1955-56 was equal to a property tax rate of \$.77; for the other eight cities in San Diego County, the expense was equivalent to a property tax rate of \$.88.

Parks & Recreation:

Vista-La Mesa Park, Monterey Heights Park and Youth Center comprise 7.7 acres of land available for public playgrounds and recreational activities. Expenditures for these functions in 1955-56 were equal to a tax rate of \$.64 in San Diego and an average of \$.49 in other cities of the county.

(Continued on Page 1A)

SPEARS FORD . . . PRESENTS

SANTA'S GREATEST "CHRISTMAS PACKAGE"

1959 FORD

AS LOW AS . . .

\$300 DOWN

SPEARS' LAY-AWAY PLAN

- Small Down Payment Will Hold the Ford of Your Choice 'til Xmas.
- Balance of Down Payment upon Delivery of Your New Ford.
- No Payments To Make Until February, 1959.
- Equity in Your Present Car Can Be Accepted As Down Payment.
- Order Your New Ford Now . . . To Insure Christmas Delivery.



SPEARS FORD

7220 Broadway, Lemon Grove HO pkins 9-6141



New Participants For Rose Parade

PASADENA (Spcl)—Sixty-two floats have been accepted for participation in the 70th annual Tournament of Roses to be held here January 1.

Virgil J. White, chairman of the tournament's parade entry committee, stated that six of these will be making their first appearance in the five-mile rose

parade New Year's day.

"Ireland and Baja California are the new international entries, while the cities of Palm Springs and Montebello are also participating for the first time," White

said. He disclosed that Chevrolet is a new commercial entry.

"Adventures in Flowers" is the theme of the forthcoming pageant, which White said has sent float sponsors, designers and

builders into the most vivid flights of imagination in Tournament of Roses annals.

From Lemon Grove, A. E. "Bob" Howell will ride as section marshal.

Lemon Grove (Calif.) REVIEW City Council Candidate November 23, 1958 Page 3

No one religious sect has all the answers and all the keys to the Kingdom.



V. J. Dorman, 50, of 6781 Hibiscus street, has been a resident of Lemon Grove for 16 years and a resident of San Diego county for 25 years. He has been a practicing attorney for 25 years. Dorman is president of the Lions Club, a Shriner, counsel for the Lemon Grove fire district, and is counsel for the Lemon Grove Swimming Pool association. He was president of the Lemon Grove chamber of commerce in 1950 and is still a member of that organization and was chairman of the Lemon Grove school board for three years.

LAYAWAY

Christmas Gifts

NOW

SHOP EARLY! Use our lay-away plan, a small deposit will hold the item of your choice until Christmas. Every department in the store is fully stocked for your gift selections, for every member of the family . . . and your friends too!



Open Fri. 'til 9
Daily 9:00 to 6:00

30 - 60 - 90 Day Charge
Never a Carrying Charge
7945 Broadway
Lemon Grove Phone HO 9-0769

Simply beautiful...
our sophisticated
gown by
Vanity Fair



The artfully simple cut flatters any figure, its beauty enhanced by a gentle floral spray cascading from shoulder to opposite hip. The hem is scalloped in net. Sizes 32-40 in a lovely spray of floral colors. Nylon tricot. \$8.95



THE SET
\$21.95

Such a
pretty
pair by *Vanity Fair*

We're in favor of romantic twosomes like this beautiful full-flowing peignoir designed for a dreamy dress length gown. Carefree companions in nylon tricot, they're both laced with the same lovely Alençon. Sizes 32 to 38 in melting pastels.

Gift Sweaters



SWEATERS . . . in every style and size. We have made many special purchases for Christmas . . . including SLIP ON'S, CARDIGANS, BULKIES and DYED TO MATCH SETS. Priced from — \$5.95 to \$17.95

Beautiful Blouses



\$5.98

MACSHORE CLASSICS

The New Convertible

What'll you have—graceful pullthrough tie, perky bow? Take both with MACSHORE'S surprise convertible. A flick of the wrist does it with this lush beauty in imported pure silk broadcloth. And those colors—blue, grey, natural, green, apricot, maize and white! Sizes 30 to 38.



BOYS' JACKETS

100 percent wool, many patterns and styles, long wearing and priced for gift giving.

Sizes 6 to 12 \$12.95
Sizes 14 to 20 \$14.95

WOMEN'S ROBES

by Evelyn Pearson, in gay prints, satins, quilted in a rainbow of color. Sizes 10 to 18 \$7.95 to \$17.95



LIL' GIRLS' DRESSES

Ours is a Christmas wonderland of joy for the little miss. 100's of dresses to choose from, in a wide range of fabrics and colors, by CINDERELLA and YOUNGLAND.

3 to 6x From \$3.98
7 to 14 From \$5.95

GIFT TIES



It just isn't Christmas without "Ties by Wemby" complete array of wifes, narrows, in a riot of colors as well as plains, solids and stripes.

From \$1.50



Men's Dress Shirts

Famous Manhattan, broadcloth or wash and wear, in white and colors, french or button cuff. Complete size range. Variety of collar styles.

Broadcloths Wash 7" Wear \$4.00 \$5.00

Men's Pajamas

Full cut, finely tailored pajamas that wash easily, your choice of Flannels or Cottons. Stripes, Prints, and solid colors. Sizes a b c d

Prices From \$3.98



7945 Broadway Lemon Grove
HO 9-0769 Hours 9-6—Friday, 9-9

VOTE
FOR

P
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For City
Councilman
Tues., Nov. 25th



Wallets and French Purse
by Princess Gardner from \$5.00
Matching Cigarette Lighter,
or Key Case from \$2.95
Cigarette Case from \$2.95
Other Wallets from \$3.00

JEWEL BOX by Faber
in white, pink, blue, copper, satin
lined \$2.95 to \$10.00

CUFF LINKS and TIE BAR SET
by Swank Many styles and de-
signs to choose from \$2.50

YOUR PURCHASE GIFT WRAPPED
FREE OF CHARGE!

VOTE NO ON INCO



L-O-O-K
AT
THE
TRUTH

DO NOT BE MISLED BY
WHO HAVE BEEN PAID
TO TELL YOU
HERE IS T

FACT No. 1

DO NOT BE MISLED BY THE PROMISE OF \$1.00 TAX RATE BEING THE MAXIMUM ALLOWED BY LAW.

This statement is not correct. General Law cities may exceed the general limitation for such purposes as pension plan costs, sewerage facilities, retirement plans, veterans' homes, museums, parks and boulevards, libraries and bonded indebtedness. Authority for city councils to levy tax rates for these purposes OVER and ABOVE the \$1.00 general limitation may be found in Government Code Sections 43068, 43070, 43079, 20532, 37465 and 37558; Public Resources Code Sections 5304 and Education Code Section 22241.

FACT No. 2

The PROFESSIONAL FACT FINDERS cite normal municipal services being provided by San Diego County cities and they state: "Cities are able to provide the above services, under a \$1.00 city tax rate limit, or less, because they share state-collected taxes."

THIS IS COMPLETELY FALSE. The nine cities of San Diego County in 1955-56 had an average property tax rate of over \$1.50, the highest being the City of Oceanside with a tax rate of \$1.80. As stated above, incorporation of Lemon Grove will not guarantee a \$1.00 maximum city property tax rate. The State Controller in his annual report for 1955-56, reports 27 California cities with property tax rates over \$2.00, the highest having a tax rate of \$2.45.

FACT No. 3

The PROFESSIONAL FACT FINDERS grossly exaggerate Lemon Grove Sales Tax revenues.

Their report estimates current sales tax revenues at \$265,000 which is explained as being based on the City of La Mesa's 1957-58 "expectancy." The City of La Mesa's 1957-58 budget, however, estimates sales tax revenue for the year at \$240,025.

The San Diego County Assessor's office reports that on March 1 1957 the City of La Mesa had merchandise inventory personal property valuations of \$1,228,000. The Lemon Grove business community, on the other hand, had merchandise inventory personal property valuation of only \$605,000, or 49% of those of the City of La Mesa.

With this index of relative size of the two business communities, there is no basis in fact for assuming that the sales tax revenues in Lemon Grove, equal or exceed those of La Mesa.

The division of Research and Statistics of the State Board of Equalization has analyzed its records of sales and use tax permittees in Lemon Grove and they estimate that the gross collections of a 1% tax during 1957-58 will yield only \$110,000.

This presentation of factual matter is presented in the best interest of the community of Lemon Grove and has been paid for by citizens who live in the community.

Lemon Grove Committee for NO on INCORPORATION
BARRY GRIFFIN, Chairman

FACT No. 4

The PROFESSIONAL FACT FINDERS present estimated income and expense of the proposed city of Lemon Grove as follows and said to reflect average experience of California Municipalities.

Estimated Annual Income

Property Tax (\$1.00 limit)	\$189,000.00
State Subventions	161,780.00
Licenses and Permits	71,230.00
Fees, Charges, Permits & Fines	79,350.00
City Sales Tax	265,000.00
Miscellaneous	20,650.00
TOTAL INCOME	\$787,110.00

Estimated Annual Expense

General Government	\$ 35,950.00
Police Department	143,800.00
Fire Department	107,850.00
Sanitation, Refuse, etc.	57,520.00
Streets, Repairs, Lights	86,280.00
Parks, Playgrounds, Recreation	43,140.00
Miscellaneous	312,110.00
TOTAL EXPENSE	\$787,110.00

To obtain a more accurate account of what the actual income of the proposed city of Lemon Grove might be, assume that a tax rate identical to that of the City of San Diego is levied, then the community's revenue capacity would be approximately as follows:

Registered Voters 8,438 (Dec. 1957 L.G. School District)
Estimated population 25,314 (Formula 3 X Registered Voters)
1957 assessed valuation \$18,412,230.

Realistic Annual Income

Property Tax (\$1.70 less delinquency)	\$306,685.00
State Subventions	
Motor Vehicles (\$5.25 per capita)	132,898.00
Gasoline Taxes (\$3.05 per capita)	77,207.00
Liquor License Fees	5,100.00
Sales Tax (Fact No. 3)	110,000.00
Franchises	8,500.00
Licenses and Permits	33,900.00
Fines and Forfeitures	45,900.00
TOTAL INCOME	\$720,190.00

For 1957-58 the City of El Cajon estimates total current revenues of \$1,205,267 and the City of La Mesa estimates revenues of \$1,089,017. The total revenues of the proposed City of Lemon Grove, \$720,190 as detailed above, amounts to substantially less because Lemon Grove has a much WEAKER TAX BASE than either of these two cities. Lemon Grove's relative position with regard to property valuation per capita and sales tax revenue per capita is as follows:

	1957 Pop.	Prop. Val. Per Cap.	Sales Tax Rev. Per Cap.
El Cajon	27,776	\$10.61	\$12.37*
La Mesa	23,521	12.66	10.20*
Lemon Grove	25,314	7.27	4.35**

* Based on 1957-58 respective City budget estimates.

** Based on 1957-58 Board of Equalization estimate.

INCORPORATION

PROFESSIONAL FACT FINDERS

THOUSANDS OF DOLLARS

WHAT TO DO

THE TRUTH

DON'T BE
FOOLED
BY
DOUBLE TALK



FACT No. 4

The total annual expenditure under incorporation of Lemon Grove as set out by the Professional Fact Finders is quite different from that calculated on the basis of AVERAGE PER CAPITA EXPENDITURES OF CITIES IN SAN DIEGO COUNTY. It must be set out here that JUST HOW THE PROPOSED CITY OF LEMON GROVE IS TO OBTAIN THE SAME MUNICIPAL SERVICES FOR LESS COST THAN THE OTHER CITIES IN THE COUNTY IS NOT EXPLAINED.

Using an estimated Lemon Grove population of 25,314 and the average per capita cost of municipal services in San Diego cities, (based on the State Controller's Report 1955-56) the following expenditure estimate is derived:

Realistic Annual Expenditure

	San Diego County Municipalities Average 1955-56 per capita costs	Estimate for Lemon Grove Population 25,314
General Government	\$ 4.40	\$ 111,382
Police and Fire	14.14	358,193
Health	.10	2,531
Sanitation	5.46	138,214
Streets and Lights	9.04	228,839
Recreation	5.60	141,758
Library	1.60	40,502
Miscellaneous	5.49	138,974
TOTAL	\$45.84	\$1,160,393

This is in keeping with the experience of the cities of El Cajon and La Mesa, whose total budgeted expenditures for the fiscal year 1957-58 are as follows:

City of El Cajon (Pop. 27,776)	\$1,288,320
City of La Mesa (Pop. 23,521)	1,115,827

It is proper to assume that the people in the proposed City of Lemon Grove will expect to receive the same standard of service being given in the neighboring cities of El Cajon and La Mesa. WHY SHOULD WE GO OUTSIDE OF SAN DIEGO COUNTY TO SEEK A COMPARISON?

The difference between a realistic income capacity, \$720,190 and the annual expenditure based on the average cost of these services as experienced by the other cities in San Diego County, \$1,160,393 is a staggering \$440,203.

IF WE, IN LEMON GROVE, EXPECT TO RECEIVE MUNICIPAL SERVICES EQUAL TO THE AVERAGE RECEIVED IN ALL OF THE SAN DIEGO COUNTY CITIES, THEN WE MUST BE PREPARED TO CARRY A DISASTEROUS TAX BURDEN.

FACT No. 5

If the community of Lemon Grove wants better municipal services than they now receive; garbage and refuse collection, Street lighting in residential areas, increased police patrol and traffic safety, full time full-strength fire department, adequate park and recreation program, then they can better obtain these services by annexing to the City of San Diego.

It is not necessary for the community to lose its identity through annexation. La Jolla, Pacific Beach, Claremont and North Park have all retained their identity and retain a voice in the administration of the affairs of their areas.

FACT No. 6

Incorporation does not mean that all streets will be paved and that sidewalks and curbs will be installed. These improvements are made by the property owners themselves and are paid for under an improvement district assessment.

FACT No. 7

The principle of incorporation is excellent but to put it in use there must be a geographic area large enough to include INDUSTRY and or substantial COMMERCIAL PROPERTY (Regional Shopping Centers) to broaden the tax base.

Lemon Grove (The area within the boundaries of the Fire Protection District) does not include any potential industrial and or commercial areas other than those now spot zoned.

One of the last potential large income producers, the College Grove shopping Center, was annexed to the City of San Diego as soon as the developers acquired the site.

Lemon Grove, being almost entirely a residential area, will demand municipal services that will cost more than the capacity of the area to produce income.

FACT No. 8

Do not be misled by those who say we can overcome a weak tax base in Lemon Grove by annexing the Spring Valley area. This would be the same as saying the best way to cure a headache is to hit yourself on the head with a hammer.

Spring Valley, as a whole, has more than its share of community problems: a sewer system that is potentially over burdened almost before it starts to operate, sub standard streets, serious drainage problems, until recently haphazard zoning, etc. Certainly far too many problems for Lemon Grove to share in the expense of curing.

FACT No. 9

No populated area can be annexed to any city without an election being held. The majority of voters within the area must vote in favor of annexation if the area is to be annexed.

Do not let the threat of annexation to any city influence the way you vote.

FACT No. 10

Recent rate revision by Public Utility Commission places Lemon Grove in the cheapest rate for gas and electricity. There is no need for incorporation or annexation to obtain this rate.

FACT No. 11

Your library will not be affected by a No Vote on incorporation. The library will continue to exist regardless of incorporation, annexation or status quo.

Protect your investment in the community and at the same time be of service to your community by Voting No on Incorporation of Lemon Grove.

Incorporation Group Lists 2,000. Claim Co-Chairmen

The Lemon Grove Civic Committee of 1900 for Incorporation, through its co-chairmen, Louella W. Fellows and Capt. H. E. LeBaron, announced that the committee now numbers more than 2,000 pledged workers.

"We are proud of our fellow citizens who have rallied around our community on our last stand

against the steady and inevitable encroachment by our neighboring cities," Mrs. Fellows said.

"Twenty-six fine people have unselfishly offered their candidacy so that the future city of Lemon Grove will have the advantage of government directed by local people of proven integrity and honor.

The finest gift within the power

of the individual is to give of his time and experience so that the future of these generations to follow may enjoy the Lemon Grove community as we have."

It was strongly urged by committee leaders that all possible media of public communication be advised that a general misconception among some local people was that in order to vote the person must be a property owner. This, it was pointed, is completely untrue. Under California state law, the only requirement to vote on any issue is: A. The individual involved must be a bona fide resident of the geographic area in question and B. The individual must be a registered voter. From that address within the area to

be affected by the incorporation. "This question of who is eligible to vote is most interesting under California Law," Mrs. Fellows said. "It is entirely conceivable that an entire community could be made up of renters with the landowners being absentees. Such a community would be made up of non-property owners who would be the only persons able to vote on any matter. This misconception probably stems back to the days of the poll tax when only landowners were allowed to vote," Mrs. Fellows said.

"This is the prime reason for incorporation. All of our 24,000 people should have the right to determine their own destiny and

not be a small appendage to a community of more than 500,000 people. Our committee feels that good government is best and most responsive when it is closest to the individual. We want the right to say how our money will be spent, and if we don't like the ways things are going we can make quick and effective changes in our local legislative personnel," she added.

The execution committee of the Committee for Incorporation meets each Thursday noon at Michael's.

Strict driver licensing laws should be demanded by the public to screen drivers more carefully and reduce accidents.

COURT GETS SITE

SAN DIEGO (CNS)—El Cajon will be the site of the second courtroom in the El Cajon judicial district, the county board of supervisors decided last week. They took the action at a meeting Wednesday after putting it off when it came up November 10 as an item on the agenda.

T. M. Heggland, chief county administrator officer, was directed to conclude a lease for use of El Cajon's city council chambers. Jean L. Vincenz, public works director, was instructed to start preparing plans for construction of an addition to the building housing the present courtroom.

Gilbert Harelsen, recently appointed as second judge in the judicial district by Governor Goodwin Knight, is presiding in the new court.

City Council Candidate



Earl R. Andrix, 74, of 3640 Costa Bella, is a native of Columbus, Ohio, and is a retired mechanical engineer. He graduated from the University of Arkansas and spent 20 years as general superintendent and general manager of Columbus & Southern Ohio Electric Co. in Columbus. His background also includes 10 years as an industrial engineering consultant in Columbus and Cleveland, three years in industrial relations in Ohio and 12 years as an engineering economics professor in Indiana and the University of Arizona in Tucson, Arizona. He also served as a member of the chamber of commerce in Columbus. He and his wife, Evelyn, moved to Lemon Grove three years ago after spending 10 summers here. "We picked Lemon Grove," Andrix said, "after looking over the entire San Diego area. It has the most congenial people and is the best place to live." Mr. and Mrs. Andrix have two children living in Ohio. "If elected to the Lemon Grove city council," Andrix said, "I will follow a conservative type of government and will have plenty of time available to serve the residents of Lemon Grove."

City Council Candidate



Joseph H. Payson of 7317 Canton drive, is a public relations representative and a veteran of the U.S. Marine Corps. He is president of the Lemon Grove Junior Chamber of Commerce and a deputy of the San Diego County Sheriff's Reserve. He was selected as one of the five outstanding Jaycees in California for 1957-58 and took top prize in the 1958 San Diego and Imperial counties' speech contest. He and his wife, Barbara, have a son, Richard Harris, 2-years-old. "If elected to the Lemon Grove City Council," Payson said, "I will work for road repairs and additional recreational facilities. People will get more for their money if Lemon Grove is incorporated," he added.

Attorney, Broker

Change Addresses

W. Earl Smart, attorney at law, and Jack Durham, insurance broker, have moved to the building at 7810 Golden avenue, formerly occupied by the county library. They formerly shared an address in the First National bank building at 7809 Golden. The men reported their telephone numbers would remain the same and plans for an "open house" are under way.

Price Reductions ... Big Selections

Top Quality
TIRES

HERE!

NOW YOU CAN

ON DUNLOP GOLD CUP

SAVE 50% TIRES

OUR GIFT TO YOU
PEN & PAD DESK SET

with each order for a set of four new Dunlop Gold Cup Tires. This is the ideal way to give tires for Christmas. Of course we know that a set of tires is much too large to put under your Christmas tree. But our Pen and Pad Desk Set (retail value \$3.95) with a gift certificate entitling your motorist to pick up his new tires will be just as welcome. Order your gift tires today... use our \$0.00, 60 Day Account with no carrying charge. It's a wonderful way to say "Merry Christmas."

DUNLOP GOLD CUP 15-inch Tube-Type, Black

SAVE 50%

Size	Factory List	Sale Price
640x15	\$26.95	\$13.48
670x15	\$28.25	\$14.13
710x15	\$31.35	\$15.68
760x15	\$34.25	\$17.13
800x15	\$37.65	\$18.68

Same 50% Savings On All 15" Whitewall & Tubeless Tires!

RETREAD TIRES

20,000 MILE GUARANTEE

600-16	10.90	2 for 16.95
670-15	12.40	2 for 19.95
710-15	13.70	2 for 21.95
760-15	14.95	2 for 24.95
800-15	15.95	2 for 25.95
750-14	13.95	2 for 21.95
800-14	14.95	2 for 24.95

FREE LOANERS while your tires are being treaded. Price is exchange, if desired.

DUNLOP GOLD CUP 14-inch Tubeless

Size	Factory List	Sale Price
750x14	\$33.55	\$19.95
800x14	\$36.75	\$21.95
850x14	\$40.25	\$23.95
900x14	\$44.85	\$25.95

Same Big Savings On All Whitewall Tires!

SPORTS & FOREIGN

DUNLOP GOLD CUP

SIZE	FACTORY LIST	SALE PRICE
550x15	\$24.20	\$16.50
590x15	\$25.75	\$17.50
525x16	\$26.85	\$17.95
600x16	\$25.85	\$14.95
590x13	\$24.20	\$19.95
640x13	\$28.20	\$22.95

All Foreign and Sports Car Tires on sale at Special Prices.

TRUCK TIRES

DUNLOP GOLD CUP

SIZE	FACTORY LIST	SALE PRICE
600x16-6 PLY	\$29.35	\$19.95
650x16-6 PLY	\$36.85	\$24.95
700x16-6 PLY	\$44.35	\$29.95
700x15-6 PLY	\$44.35	\$29.95
750x20-8 PLY	\$77.30	\$49.95
825x30-10 PLY	\$109.55	\$64.95

BUDGET TERMS

30-60-90 Day Accounts

NO CARRYING CHARGE

FOLLOW THE CROWDS TO REAL SAVINGS

LEMON GROVE TIRE CO.

7319 BROADWAY,

LEMON GROVE TIRE CO.

Lemon Grove HO 9-0115

• FOREIGN CAR RETREADING

• SPORTS CAR TIRE SERVICE

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• TIRE TRUING-DESKIDDING

• TRUCK TIRES

All Tires

1st Line

1st Quality

Fully Guaranteed

CHRISTMAS TREATS!

GIFTS TO EAT!

NOW IN STOCK...

Everything you need for
Homemade Fruit Cake

Candied Cherries - Citron - Raisins
Lemon Peel - Orange Peel
Glazed Pineapple - White Raisins
Dates

FRUIT CAKE

SEE OUR COMPLETE LINE OF GIFTS!

Fruit Packs

Fresh or dried Fruit Packs
Ideal for Long Distance Gift Giving

WE MAIL ANYWHERE IN THE U.S.A.

Organic Vitamins - Minerals - Sugar Free - Salt-Free Foods

LEMON GROVE HEALTH-FUL FOODS

7894 Broadway Hopkins 6-2141

UF Reports \$944,000 Shy Of Goal

The 1958 United Fund campaign bogged down last week.

Clair W. Burgener, campaign chairman, told drive workers at the sixth "Dutch treat" report luncheon at Mission Valley country club Friday that \$2,568,510 had been collected.

This is \$944,045 short of the

established goal of \$3,512,555 and \$147,490 below the amount raised last year.

"This is a very slight increase over last week," Burgener said. "Things were going well until this week and we just bogged down."

Henry A. Boney, Heartland di-

vision chairman, reported \$35,119 or 68.9 per cent of the goal had been raised in his division. This is \$1,729 above last week's total.

Mrs. Paul Reynolds, 7005 Rosemary lane, Lemon Grove, geographic chairman, reported the total collected was \$1,514 on a \$3,250 quota.

Herbert Kunzel, United Fund president, told campaign workers last week that failure to meet the goal would be "a real letdown for many agencies in the United Fund."

Kunzel said it could "spell disaster to the agencies and could spell the end of this United Fund idea."

The alternatives are clear, Burgener said. Agencies will either have to curtail their services to the public, or conduct separate campaigns for money they need to survive.

I doubt if anyone in the county really wants either of these things to happen, he said.

City Council Candidate



Dr. Dennis McLaughlin, 29, a Lemon Grove dentist, is a native of Washington D.C. He attended Georgetown University College and dental school. Immediately after completing his dental education, he served two years with the navy dental corps at Camp Pendleton. Upon finishing this tour of duty he associated with a children's specialist in National City, later moving his practice to Lemon Grove. Dr. McLaughlin and his wife, Rosemary, have a seven-month-old daughter and live at 7520 Roosevelt avenue. They have been residents of Lemon Grove for two years. He is a member of the Lemon Grove Kiwanis Club and Junior Chamber of Commerce. He is also attending a real estate course at night at the University of California Extension in San Diego to acquire a real estate license. If elected, he said he will follow a conservative policy.

City Council Candidate



Robert G. Vaught, 43, is a native of Gary, Texas, who moved to Lemon Grove from Chula Vista in May, 1954. He is the owner of the Lemon Grove Camera Store. He is commissioner of the Lemon Grove Fire District, director of the Lemon Grove chamber of commerce, and a member of the Lions Club, Masonic Lodge, St. Phillip's Episcopal church, Levis and Laces square dancers and VFW Post. He has been in the retail photographic business since 1946 and majored in business administration at San Diego State College. Vaught served with the Navy from 1934 to 1938 and again from 1941 to 1945. He was honorably discharged Chief Specialist (K), Intelligence Duty. He resides at 1502 Koe street with his wife Emma Laura (Susie).

☆ If women only dressed for one man they would not always be late.

☆ The wise old soldier is never in haste to strike a blow.

Lemon Grove (Calif.) REVIEW November 23, 1958 Page 7

INCORPORATION

Nor Failure To Incorporate...
Will Stem The Vibrant Growth
OF LEMON GROVE

GROWING WITH THE COMMUNITY IS THE

SOUTHLAND SAVINGS and LOAN ASSOCIATION

San Diego County's Largest Capital Stock
Savings and Loan Association

Member Federal Home Loan Bank System



John A. Davis, President

EL CAJON
Branch Office

LA MESA
Head Office

LEMON GROVE
Branch Office

LONGER LIFE



another reason why
you get a better buy
when you insist on...

GENUINE LATH AND PLASTER

Walls and ceilings of genuine lath and plaster in your home or commercial building will outlast the mortgage many times over. In addition, plaster gives you—

- SOUND INSULATION
- FIRE PROTECTION
- GREATER RESALE VALUE
- WIDER CHOICE OF DECORATING
- EASE OF MAINTENANCE
- CLEAN, SANITARY BEAUTY THAT LASTS!

insist on the
real thing...

GENUINE LATH AND PLASTER

LET'S REDUCE TAXES



Elect

A PUBLIC ACCOUNTANT

Experienced To Handle Your
Money Through Sound
Financial Principles

SOZZANI

for

COUNCILMAN

Vote for INCORPORATION

November 25th

—PAID POLITICAL ADVERTISEMENT—

GET READY

GET SET

and GO!

IT'S NOT TOO EARLY TO START YOUR...

Christmas Shopping



Amazing New! POLAROID Land CAMERA THE 800

BUY THE COMPLETE
10 PIECE OUTFIT

and Save...

Come in today! See for yourself the newest, the most exciting of the famous Polaroid Land Cameras. Let us take your picture free, right in the store. Or try it yourself. You'll snap the shutter, wait 60 seconds, then lift out a professional quality picture—the most beautiful you've ever taken.

This is the greatest camera and the greatest value that Polaroid has ever offered. Think of getting all of the fine-quality features of the finest camera at a price as reasonable and in a camera as beautiful as this.

And now you can get the complete 800 Kit at big savings. Packed in a deluxe compartment you see pictured here—all of the need to have the fun and excitement of using finished pictures just 60 seconds after you snap the shutter. By buying the complete kit you save many dollars over what you would pay if you bought each item individually. Now's the time to buy while we can still make for you.

10 YEAR GUARANTEE

ONLY \$16.55 DOWN \$164.95

and what picture quality

Now, with the brand new panoramic film, the 60-second Polaroid Land Camera gives you the most beautiful pictures you've ever seen. Unusually sharp and clear pictures with a wealth of detail. Pictures that last like any fine print.

LEMON GROVE CAMERA

7848 Broadway Lemon Grove

OPEN FRIDAYS
TIL 9:00 P.M.

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"We Believe In The Future of Lemon Grove"



Dr. Dennis McLaughlin, 29, a Lemon Grove dentist, is a native of Washington D.C. He attended Georgetown University College and dental school. Immediately after completing his dental education, he served two years with the navy dental corps at Camp Pendleton. Upon finishing this tour of duty he associated with a children's specialist in National City, later moving his practice to Lemon Grove. Dr. McLaughlin and his wife, Rosemary, have a seven-months-old daughter and live at 7520 Roosevelt avenue. They have been residents of Lemon Grove for two years. He is a member of the Lemon Grove Kiwanis Club and Junior Chamber of Commerce. He is also attending a real estate course at night at the University of California Extension in San Diego to acquire a real estate license. If elected, he said he will follow a conservative policy.

Dr. McLaughlin believes in:

Responsive Government
Adequate School Facilities
Recreational Facilities for Children

Vote
FOR A
CONSERVATIVE

**FOR LEMON GROVE
FOR INCORPORATION
DR. D.L.J. McLAUGHLIN**

—PAID POLITICAL ADVERTISEMENT—



Conservative and Able

Vroman J. Dorman **X**

For City Council

—PAID POLITICAL ADVERTISEMENT—

Lemon Grove (Calif.) REVIEW
Page 8 November 23, 1958

L.G. Future Tuesday Issue

(Continued)
The 1955 election asked for a city manager and voters also decided upon a clerk and treasurer. This election, by state protocol, will determine a mayor, the post to go to the council candidates polling the most votes, and five council members. The five council candidates receiving the most votes after a mayor has been determined will get council seats in 1955 TALLY.

The 1955 incorporation issue failed by 573 votes. The tally was 2,180 against incorporation, 1,607 for incorporation. Approximately 70 percent of the estimated 5,000 registered voters voted in the election. Sample ballots have gone to 8,185 registered voters in Lemon Grove who are eligible for Tuesday's election.

CANDIDATES

If the incorporation issue had passed in 1955, the city council would have been comprised of Bert Betts, Robert Sutton, Dr. David Wilhite, John Dail and Jackson Ammons.

Candidates for city council and mayor in Tuesday's election are: Joseph Payson, Earl R. Andrix, Roger S. Martin, Joseph Canizaro, Robert Vaughn, V. J. Dorman, Harry Valasek, Dr. Dennis McLaughlin, Elton H. Loveland, Charles Krause, Ira L. Durham, Frank C. Doolin, Florence E. Custafau, Alfred H. Brauer, Jim Spears, Dr. Gilbert Chassey, Ralph V. Armstrong, Jesse E. Lee, Bill R. Vandenberg, Dr. Robert F. Burns, Lawrence F. Vlach, and James J. McEntee.

Also: Harry C. Griffen, Norman Polakowski, Lawrence Sazani and Helen McFarland Tuve.

'Thank You' Ball Planned By Demos

Democrats throughout San Diego county are being invited to attend a Democratic "Thank You" ball to celebrate victories achieved by Democrats statewide.

The event will be held Friday, December 5 from 9 p.m. to 1 a.m. There will be music and entertainment. This will not be a fund raising affair and admission will be free to all Democrats. State-wide dignitaries as well as local and statewide Democratic nominees have been invited. The ball committee includes Tom Dammann, G. K. Williams, William C. Mooser, Zella Crown, Marshall and Bunney Roth, Ted Patrick, Mitchell Prior, Rose Snyder, Elizabeth Tate Jackson and Diane McGinness.

The ball will be held in the palm room of the U. S. Grant Hotel.

New 25 Cent Savings Stamps Go On Sale Here

WASHINGTON, D.C. — The Lemon Grove and Spring Valley post offices has a real bargain for you — a brand new United States savings stamp in patriotic red, white and blue, at the same old price of 25 cents.

For an even better bargain you can buy 10 stamps in an attractive gift book for \$2.50 — or 20 stamps for \$5.00 — and the book doesn't even cost you that extra penny.

The new stamp, a successor to the old 25-cent green savings stamp, went on sale in postoffices all over the country on November 18. It marks the first major change in design since the present series was begun in 1942. The other denominations remain unchanged: the 10-cent stamp in red, the 50-cent in blue, the \$1 grey, and the \$5 brown.

The gift book is an entirely new item, providing a useful, attractive and inexpensive gift for the youngsters who "has everything." Size 4"x2", the book cover is in red, white and blue, picturing Uncle Sam wrapping a huge gift, with the wordings: "A gift of U.S. Savings Stamps" and the customary "To" and "From" lines. While especially appropriate at the Christmas season, the gift books are for all-year-round use.

Savings stamps are accumulated in a special album, available free at all post offices. Filled albums may be exchanged for savings bonds at any bank.

More than one hundred million savings stamps were sold last year, at a total value of nearly \$20 million. Many of these sales were made through weekly stamp day plans in schools enrolling more than six million students. Many additional schools are installing the savings stamp thrift plan this fall, the Treasury reported.

AAUW To Hear Dr. Malcolm

The La Mesa branch, American Association of University Women, has scheduled a meeting of the higher education committee and the music section for next week.

The higher education committee, with the elementary and secondary education committees as special guests, will hold their meeting at the home of Mrs. Joseph W. Sonka, 1815 Galway, El Cajon Tuesday at 8 p.m.

Dr. David Malcolm, associate professor of education at San Diego State college, will discuss the teacher credentialing system for the state of California.

The music section will meet at the home of Miss Ruth A. Giacilli, 7908 La Mesa boulevard, La Mesa, on November 24 at 7:45 p.m. The program for the evening will include recordings of works by Tchaikovsky and Schubert.

Club's Stand On

Mrs. Dorothy Nottingham, president of the Lemon Grove Woman's club juniors this week said her organization's cooperation with the Lemon Grove Chamber of Commerce's Committee of 1,000 For Incorporation did not involve the club's parent organization, the Lemon Grove Woman's club.

Mrs. Nottingham said there ap-

Election Clarified

peared to be some misapprehension as to which club was active in bringing the issue to a vote. She pointed out the senior group has a policy which rejects taking sides on political or controversial issues. Mrs. Nottingham said the Woman's club had been listed as a participant in an information pamphlet distributed by others than the senior or junior group.

CO-OPERATION

THE KEYNOTE OF

INCORPORATION



EXPERIENCE

THE CORNERSTONE OF

SUCCESS

A vote FOR incorporation by the people of Lemon Grove is but the first step toward successful "home rule." It is of prime importance that they choose wisely from among the long list of council candidates

... To insure success VOTE FOR ...

Robert G. Vaughn FOR COUNCILMAN

- Director L. G. Chamber of Commerce
- Commissioner, L.G. Fire District
- Chmn., Civic Improvement Committee
- Member, Lemon Grove Lions Club
- Member, Lemon Grove V.F.W. Post
- 12 Yrs. Successful Business Experience

Vote for Vaughn

X

—Paid Political Advertisement—

PROGRESS

- "The Continued growth and progress of our community depends on ... INCORPORATION"

— Bill Vandenberg

- Present member of Board of Directors of the Lemon Grove Chamber of Commerce.
- Charter member of the Boosters Club—L.G.
- Charter member and past Vice-President and program chairman of the Optimist Club—L.G.
- Past President and present member of Board of Directors of the Dry Cleaning Association of San Diego County.
- Past representative for two Boy Scout Troops—L.G.



**VOTE FOR
INCORPORATION**

X

**VOTE FOR
BILL VANDENBERG
CITY COUNCILMAN**

X

TUESDAY, NOVEMBER 25th

—PAID POLITICAL ADVERTISEMENT—

LEMON GROVE REVIEW

SECOND SECTION

SUNDAY, NOVEMBER 23, 1958

Health Department Fearful As 60 LG Dogbites Are Listed

The San Diego Department of Public Health yesterday expressed concern over the large number of dog bites that have occurred in Lemon Grove by dogs that have not been vaccinated against rabies.

Dr. J. B. Askew, director of public health, said last week a total of 60 dog bites have been reported in Lemon Grove in the last eight months. He said dogs involved in 21 of the bites had not been vaccinated and that the vaccination status of the dogs involved in nine of the rest of the bites was not known.

"It is of the utmost importance," Dr. Askew said, "that dog owners become fully aware of the facts about rabies. Rabies is always present in California wildlife. It is common among skunks, squirrels, coyotes and bobcats. Some of these animals are seen frequently in the canyons of our cities."

Dr. Askew pointed out that any dog running loose risks exposure to rabies. He added that if a dog is bitten by a rabid animal, it immediately threatens the humans with whom it lives as well as the neighborhood and surrounding community.

"The best preventive insurance a dog owner can have," Dr. Askew said, "is to have his dog vaccinated against rabies every two years. Vaccination can prevent infection of a dog with rabies, and it can bring peace of mind to the dog owner."

Another important advantage, Dr. Askew said, comes in know-

L.G. 'Volcano' Controlled By Local Firemen

An underground fire, which at first had the flavor of a Lemon Grove volcano, proved to be a bonfire built by youngsters in an abandoned concrete basement on the McClurken property at Broadway and Massachusetts, assistant fire chief Fred Dixon reported this week.

The department rolled Saturday when smoke was observed emanating from the ground. Firemen scratched under a concrete slab which was also a reinforced concrete roof to cover an old basement. By the time the department got the roof open, the youngsters had scurried home. No damage.

Earlier in the week the department rolled on an overheated furnace at the home of Warren McAllister, 1962 El Prado. It was a new house and a new furnace. The gas would not shut off. Firemen turned it off at the meter.

The new San Alton school had a visit when a fire alarm sounded and sent up smoke signals during an evening meeting. Service was restored without damage after the department called Gasco.

The rescuer was called Friday to administer to the 18-month-old son of Mr. and Mrs. James Dunkle, 8420 Palm street. Dr. Jack Tracy, department physician, treated the child who had a cold and had difficulty breathing. The child was declared out of danger when the department left.

Heavy winds during the storm Monday caused the department to roll on high-line shortcuts on three occasions. The third time was the charm and a fire resulted in front of 3524 Main street.

A grass fire at 2234 Main street, Sunday, was extinguished at the home of John Little. No damage was reported.

Free Art Classes Being Offered By Recreation Dep't.

The La Mesa recreation department is offering free art instruction in watercolors, pastels and charcoal, as well as how to shade, sketch, blend colors, etc., to children 8 years of age and up. The class is held at the youth and recreation center, 8440 University avenue, in the television room, Thursdays 3:30 to 5:30 p.m.

The recreation department, with the cooperation of the "Happy-Tax" corporation of Salt Lake City, is also sponsoring a "Happy-Tax" hopscotch contest, to be conducted at the youth center, on November 22, 29, and December 4, with the finals being held on December 11. The contests are scheduled from noon to 1 p.m.

Seventeen Nominated For Chamber Board Race

A list of seventeen nominees who have agreed to serve as board members of the Lemon Grove chamber of commerce went out to organization members this week. Ernest M. Newton, chamber president said.

Nominations will be open until November 29. Others than those nominated may request their name to appear on the ballot. A petition signed by chamber members is necessary, however.

Election date is December 4 and the results of the election will be announced at the regular chamber meeting of that date. Meeting will be held at Michael's at noon.

Nominees are: George Scott, Frank Thomas, Connie Carlton, and L. R. Folds.

Also Earl Nelson, Jerry Math, John Hatz, Bill Paul and Bob Howell.

Also Capt. Jesse Lee, Ira Mar, der, Dr. Don Johnson and Bill Looney.

Rites Held For Ethel Goffney

Funeral services were held November 13 at Lemon Grove Cemetery for Mrs. Ethel Goffney, 63 of 3760 Mission road, who died November 10 at a hospital following surgery. Mrs. Goffney was a resident of this area for 10 years.

She is survived by her husband, Rev. Waldemar Goffney and four sons, David, Joseph, Bruce and Wally.

Cremation followed local funeral services with memorial services and interment scheduled November 19 at Riverview cemetery in South Bend, Indiana.

Double-Page Distributors Not At Fault

A double page newspaper reprint, distributed by hand last week, is not the material referred to in this newspaper warning as to authorship of unsigned election literature being mandatory.

This newspaper printed the announcement and discussed the signing of the paper without the reprint. The authors did not request anonymity. Because the material does not name candidates, it was felt such designation was unnecessary. The publication so advised the authors.

The material from which the reprint was taken appears again in this issue with a committee chairman listed.

Harry Griffen, who is chairman of the committee, said no other material is being sanctioned by his group.

150,000 Persons Predicted For LG By C of C Committee

An ultimate population of 150,000 is predicted for Lemon Grove, adding value to property and sustaining favorable business and professional opportunities, according to a pamphlet, "Lemon Grove Taxes," published this week by United Taxpayers, Inc., in collaboration with the Lemon Grove chamber of commerce civic committee for incorporation. The committee urges a "yes" vote on incorporation in Tuesday's election.

The pamphlet also points out Lemon Grove taxpayers are paying taxes, collected by the state, earmarked for municipal services to incorporated cities. The state returns a portion of taxes collected to incorporated cities. Lemon Grove, because it is not incorporated, receives none of the subventions.

"The pamphlet continues: 'The most efficient and economical government in California is found in cities of moderate size, making them the most desirable places to live.'"

"Incorporation is for city purposes only. It will not affect the public schools in any way... nor impair county or district relations."

"Services now provided by special districts may be continued by contract with the county; no services will be interrupted. All county services will continue as at present until the end of the current fiscal year, June 30, 1959. Taxes will not be increased."

"The future governmental status of Lemon Grove will be established. The possibility of piecemeal annexation of the area by neighboring cities will be removed. Property interests will be better protected by closer control of the taxing powers."

"City tax rates are limited by law. Because of the non-property tax revenues, as shown for other cities of San Diego county, a property tax for Lemon Grove will not be necessary except as a possible replacement for some special district tax now being paid. Some of the new cities, with twice the population of Lemon Grove, finance their municipal activities without a property tax."

Under city government, the public interest is protected by the rights of initiative, referendum and recall.

Election day is Tuesday, November 25. To have your name written on the election record as one of the founders of a new city is a rare privilege. Be sure yours is there!" the pamphlet concluded.

Review Devoted To Local News

The Lemon Grove REVIEW is the only newspaper devoted to local news.

In a fast-growing community, such as Lemon Grove, news about schools and their students, neighbors and friends makes interesting reading as well as the best medium for keeping up with activities in Lemon Grove.

Subscriptions to the REVIEW, a weekly newspaper, is only \$2.50 a year. To subscribe simply telephone HO 9-0101 and ask for Mrs. Williams. She will be happy to put your name on the mailing list.

ance light and county supervisors able to give individual attention to the occasional needs of the district. However, that time has passed; Lemon Grove is now municipal in character and should incorporate so as to eliminate or minimize the uncertainties of jurisdiction and taxation.

To summarize, incorporation will give Lemon Grove:

1. Official identity and authority.
2. Better community house-keeping.
3. Local control of land use and public services.
4. Improved parking facilities for revenue-producing retail trades.
5. Use of State-collected taxes for local benefits.
6. More reasonable and stable property taxes.
7. A voice in public affairs and tax policies.
8. Better protection of life and property.
9. Improved cultural facilities and amenities.
10. Higher property values.

PURPOSE OF TABLES TECHNICAL NOTES

Taxation for the support of local government should be considered in relation to available income.

Table I lists direct taxes collected by political agencies functioning within the State.

State-collected taxes, detailed in Table II, provide the so-called "assistance to local government" or subventions. More correctly defined, these are "shared" taxes which can be more efficiently and economically collected by the State than by the counties and/or cities. The only subvention received by Lemon Grove is for public schools (Table III).

Per capita income and expense of local government, Tables IV and V, are compared by San Diego county cities. Comparability is more uniform on a state-wide basis. Current expense and capital outlay from loans or special assessments are sometimes commingled, which explains the fluctuating averages.

Personal incomes in San Diego county, Tables VI and VII, are shown in relation to State and National averages and as a trend in relation to State averages. It is from this stream of income that the needs of the people must be met in addition to the demands of taxation.

Dwelling Units, Table VIII, and School Enrollment, Table IX, measure service needs and markets—local and regional.

The sales tax revenue forecast by sales tax collection of San Diego county cities is compared with their retail sales record of the U.S. Business Census, Tables X and XI. Sales tax receipts do not fully measure retail sales expectancy because of exemptions.

Retail sales per square mile in San Diego and Los Angeles county cities, Tables XII and XIII, show the effect of adequate provision for shopping and service establishments and measure the consequent high yield of sales tax revenue therefrom.

Table XIV compares sales tax receipts with parking meter revenue before the Bradley-Burns sales tax law became effective. Parking meter revenue is not included in Lemon Grove revenue estimates because metered parking tends to divert shopping patronage to areas where adequate free parking is available.

(Continued on Page 1A)

Two Streets Slated To Be County Roads

SAN DIEGO (CNS)—Acceptance of two streets in the Lemon Grove-Spring Valley area into the county road system was recommended Friday by the county planning commission.

The commission will ask supervisors to approve making a county road of Castabella drive, from the east end of High street to the west end of freeway frontage road, providing property owners grant land for whatever road width the road department requires. The street is not to be accepted up to the boundaries of La Mesa, the commission decided.

The other street to be taken into the county system is Barrie lane in Casa de Oro. The lane runs south of Campo road, 250 feet east of Rogers road.

PTA To Work With Retarded Children Project

The Lemon Avenue Parent Teacher Association through its special education chairman, Mrs. James Julian, is calling attention to National Retarded Children's Week, November 16 to 27, and to the theme, "Retarded Children can be Helped."

The special education unit at Lemon Avenue school serves two classes for exceptional children under the "point two" program of California. There are eight such classes in San Diego county. An inter-district agreement allows children from El Cajon and Lemon Grove to join other children from La Mesa-Spring Valley school district at the school.

Mrs. Julian and Miss Mary McCabe teach the special classes under the supervision of Earl C. Brown, principal, and the guidance department of the school district.

For children unable to qualify for the point two unit a program is maintained at the child development center of the San Diego association for mentally retarded children in Mission Valley, according to Mrs. James Sevek, chairman of the board of the association.

Local Lad Has Part In College Play

INDIANOLA, IA (Spel)—Simpson college will present its fall dramatic production "Hotel Universe" by Philip Barry this week, and a Lemon Grove resident has a part in it.

Alan Batchelder, son of Mrs. Marian S. Batchelder, 2242 Lawton drive, is playing the part of Tom Ames in the play.

The play is being produced by campus dramatic honorary groups Alpha Psi Omega and Blackbirds in cooperation with the department of English and speech.

Tax Comparison Made In Survey Tabs

(Continued)

Library:
All San Diego County cities own library property except El Cajon and La Mesa. Expenditures under the category of "Education," primarily for a city library, were equal to a tax rate of \$16 except in San Diego City where the function was more inclusive and, therefore, not comparable. The 1956-57 County Library tax rate in Lemon Grove was \$9.07.

Police:
The County Sheriff's Office maintains sub-stations at El Cajon and in the South Bay Area. Lemon Grove, lying between, is served by a resident constable and a resident deputy with supplementary enforcement service by available personnel of the two sub-stations mentioned. There is no geographic segregation of costs. (See Table V).

Fire Protection:
Lemon Grove is now served by the Lemon Grove Fire District—supported by a District property tax, as follows:

Fiscal Year	Tax Rate	Tax Levy
1955-56	\$0.52	\$66,209
1956-57	0.56	76,762

This tax cost currently is \$3.22 per capita (See Table III).

Re: County Services & Functions:
San Diego County will distribute in 1957-58 \$24,573,000 of non-property or in lieu tax revenue collected by Federal and State governments; in addition, the County will collect \$6,562,424 as license fees and other operational revenues. Real and personal property taxes of \$21,474,000 will be levied for general County purposes.

From these collections, totaling \$32,629,424, plus reserves, the County will spend \$58,259,998 for the general County services indicated below:

County Function	1957-58 Budget
Public Welfare and Charities	\$21,654,367
Hospital	3,569,240
Home for the Aged	1,163,111
Health Services	1,890,544
County Roads	5,193,137
Education	644,823
Protective Services	2,501,520
Probation and Juvenile Care	2,293,456
Recreation	782,347
Misc. & Interest	3,649,877
General Government	12,923,148

TOTAL incl. res. \$58,259,998

Sixty percent of County funds are spent for "welfare," care of sick, disease prevention and for highways. County taxes are paid by residents of cities as well as those living in unincorporated territory — and County spending must be equitably in harmony with the fact. Services which city residents buy may not be given to county residents gratis.

San Diego County is willing to supply an expanded program of police protection, to supervise building technical services on a contract basis — or to continue indefinitely the kind of services to which you are entitled under General Law. However, you are now paying district taxes of \$96 per \$100 for fire, sanitation and library services — and you have no assurance that these rates will not be \$1.00 or more next year — nor can you be sure that some portion of your district will not be annexed to another city, introducing new complications thereby.

A decision "to remain as you are" can be upset easily because you are not a political entity and are without unified jurisdiction as to your civic future. You can not remain as you are even if that might be your preference.

Transitional Service:
County services to unincorporated territory continue without change to the end of the fiscal year following incorporation. Income from state subventions,

sales taxes and operational revenue commence immediately. Continued service by the county can be arranged — but a city should contemplate the assumption of all responsibilities when fully organized and financially operative. Incorporation does not divorce territory from county government; its purpose is to identify and endow the inhabitants with participative citizenship.

Re: Annexation to San Diego:
A memorandum concerning annexation to San Diego was prepared for you several months ago. Summarized, annexation to San Diego City would have these results:

1. Maintenance of existing streets according to their character, ultimately bringing non-conforming streets to City standards and improvements under 1911 Act — Special Assessments.
2. Maintain existing sewers and integrate with the City system; dissolution of Lemon Grove Sanitation District.
3. Collection and disposal of garbage and refuse.
4. "An additional 227 street lights would be installed" by special assessment financing.
5. Provision for 18 policemen and 3 sergeants to maintain City standard patrol, traffic and investigation service.
6. Lemon Grove Fire District would be dissolved and eligible men taken into city force — a full Engineer Company of 11 men would be stationed in the area.
7. The City would maintain two supervised playgrounds and integrate recreational facilities with the adjacent City-wide system.
8. Would continue present library until a new building is made available; \$0.7 tax rate would be dropped.

Estimated Costs Under Annexation:

To finance the foregoing municipal services, the City of San Diego would collect from the Lemon Grove area property taxes and other revenues (exclusive of special assessments, approximately) the following:

City prop. tax at \$1.63 \$ 308,106
Subventions and Grants 162,119
Operational Revenues 345,255
Sales Tax Revenue 265,000

TOTAL \$1,080,480

Est. Amt. Per Cap. = \$ 46.35

Conservatively, this Lemon Grove contribution to the annual income of the City of San Diego would be equal to a tax rate of \$3.65 per \$100 of the 1957-58 Lemon Grove assessed valuations.

San Diego's costs for providing municipal services are fairly comparable to those of other San Diego county cities (see Table V showing per capita averages for all San Diego county cities for 1955-56).

The above estimated sales tax revenue of Lemon Grove was calculated on a per capita basis comparable to the La Mesa expectancy from payments of the 3rd quarter 1957. Income from this source varies according to a city's merchandising facilities, initiative, and reputation (see Table XI).

In Los Angeles County, selected satellite cities will receive 1957 sales taxes from the State Board of Equalization as follows:

City	Pop.	Oct. 57 Tax
Arden	18,138	\$ 400,000
Beaumont	18,517	291,000
Beverly Hills	30,294	1,552,000
El Monte	11,993	410,000
Huntington Pk.	31,676	1,671,000
Minerva	25,763	400,000
San Fernando	13,771	827,000
San Gabriel	22,701	368,000
Whittier	32,305	749,000

* Estimated from 3rd quarter payments.

Municipal identity and local initiative under responsive government accounts in a large measure for the exceptional sales tax yields cited above. The amount captured exceeds the resident potential of the cities by some \$2-554,000 a year.

Regardless of how efficient the conventional services of San Diego City might be after annexation, recaptured subventions and sales taxes, along with the property tax revenue, would pass into the metropolitan city treasury to be distributed under geographic restrictions somewhat similar to those of a county. Civic authority would be more remote and your particular needs would have to be weighed against those of other segments of the greater city.

Annexation Experience:
In municipal as well as other affairs, we learn much from experience. The City of Los Angeles has had few annexations in recent years, notwithstanding abundant water, power, harbor and airport facilities of great worth.

Annexed Hollywood, Eagle Rock, San Pedro, Wilmington, Sawtelle, Venice and Watts were once independent cities like Beverly Hills, San Marino, Torrance, Inglewood and South Gate. With lost identity, they are now indistinguishable and officially inarticulate.

Retail trade expansion throughout the Nation is greatest in the satellite or suburban cities of metropolitan areas. Sales in major segments of Los Angeles City compared with nearby cities — 1948 to 1954 — as follows:

ANNUAL RETAIL SALES	1948	1954
Central Los Angeles	\$629,723,000	\$594,848,000
Long Beach	294,952,000	471,052,000
Northeast Los Angeles	\$106,909,000	\$127,058,000
Pasadena	195,355,000	240,698,000
Southeast Los Angeles	\$97,826,000	\$109,299,000
Huntington Park	66,945,000	97,381,000
South Gate City	36,927,000	66,764,000
East Los Angeles	\$185,160,000	\$220,913,000
Whittier	1,480,000	82,689,000
San Pedro-Wilmington	\$ 96,988,000	\$102,943,000
Torrance	13,293,000	29,747,000
Inglewood	73,154,000	123,565,000
Hollywood	\$228,290,000	\$245,588,000
Beverly Hills	104,305,000	141,795,000
San Monica	108,247,000	151,940,000

Re: Incorporation

Cities are authorized by law known as the Municipal Incorporation Bill of 1883 whereby any portion of a county containing not less than 500 inhabitants may become incorporated to exercise "the powers conferred, by law, upon municipal corporations of the class to which the same may belong."

From the tax revenue aggregates shown in Tables I and II, the cities are given the city property tax of \$1.00 per \$100 of assessed value; per capita amounts of State-collected motor vehicle and motor fuel taxes; liquor license taxes collected from licensees doing business in the city — and miscellaneous other revenue (see Table IV). These revenues are about equal in total amount to the county's expenditures for 1957-58.

City property taxes averaged 34.7 percent of the total revenue in 1955-56; but the Bradley-Burns Sales Tax Law of 1955 has increased sales tax revenue of San Diego county cities by a current \$272,422 per year or 42 percent.

California cities are well established by law, custom and experience to keep the taxes, provide services, and promote the economic and social welfare of resident citizens. In their evolution, development, the cities, under local home rule, have been responsible for purified domestic water, sewers and sewage disposal, paved streets, street cleaning, street lighting, efficient police and fire protection, parks and

playgrounds, and the orderly planning, beautification and modernization of cities. In short, city government has striven to provide environmental services and amenities to complement the homes and ideals of its inhabitants.

Average Tax-Equivalent Cost Of Selected City Services:

Function	Cost As Tax Rate
General Government	\$0.41
Protection Services	
Police	.90
Fire	.59
Other	.30
Sanitation	.69
Streets and Lighting	1.14
Education - Library	.20
Recreation	.71
Miscellaneous	.69
	\$5.63*

* Average per capita city costs divided by Lemon Grove per capita assessed valuation — 1957-58.

Cities are able to provide the above services, under a \$1.00 city tax rate limit, or less, because they share the State collected taxes listed on Tables II and IV, lately supplemented by a 42 percent increase of retail sales taxes collected for them by the State under the Bradley-Burns Uniform Sales Tax Law.

Property Taxes to Limit
A sampling of the taxation of

202 Lemon Grove homes disclosed that the average real property assessment is:	
Land	\$ 885
Improvements	2,675
TOTAL	\$3,560

Exclusive of personal property, the average 1957-58 property tax per home will be \$247.77. The annual rental value implied by such taxation is \$1,960 per year, exclusive of public utilities, gardening and general upkeep.

Property taxes should be minimized because home owners pay all of the other taxes shown in Tables I and II — and for the more important reasons that taxes are a first lien on property which may be taxed for State purposes if other revenues prove inadequate. Tax risk affects interest rates and the resale value of homes. The power to tax property, therefore, should be under Home Rule as far as possible.

Commercial Opportunity
Lemon Grove is central to a region of high buying power — present and future. Within the 3-mile radius shown on map (page 8), you may expect a demand for goods and services aggregated \$200,000,000 annually.

The more your merchandisers share in that business the lighter will be your property tax burden.

Cityhood Is Modern
There was a time when an unincorporated status was best for the Lemon Grove community — during the agricultural era, when taxes were low, water plentiful, sewers unnecessary, school attend-

LEMON GROVE REVIEW

MAX GOODWIN Editor and Publisher
OLIVER S. TURNBULL Advertising Manager

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LETTERS TO THE EDITOR

Dear Editor:

By this time just about everything has been reported about the Democratic landslide. But don't count us Republicans out, because we are generating a new head of steam.

People who have not been active before, except to vote, have called me to ask how they can participate in the Republican cause starting now. There is large number of voters who apparently failed to appreciate the accomplishments of this Eisenhower administration.

This is the Republican administration that brought the nation into this election with unprecedented prosperity in the face of Democratic prediction of gloom and doom just a few months ago and it was done without resorting to inflationary programs.

This is the administration that dared to remove price and rent controls—now all but forgotten—in the face of dire predictions by the Democratic party. These programs of government interference had been perpetuated throughout the past war years by the Truman administration. Only the combination of the Eisenhower win with a Republican congress permitted this—the only halt in the steady Democratic march toward socialism during the previous 20 years.

This is the Republican administration that chose to stand behind its commitments in Lebanon and Formosa—all without prompting the bloody fight which was foretold by the Democratic leaders. The same leaders who

declared South Korea to be outside our "perimeter of defense," thus prompting the useless and indecisive Korean War.

Unhappily, these facts are too soon forgotten by the voter, but they are still vital to our American traditions. But we must look ahead and seek those things on which we can rebuild. What are those things?

1. A Republican program of racial equality that will be consistent whether we are seeking support in the north or in the south. (How can the Democrats get away with a liberal racial policy in the north and a program of segregation in the south in direct violation of the supreme court?)

2. A Republican alignment with labor union members who know the need for democratic processes in union administration and responsible accounting of union funds. (Why should the handling of the workers' funds held in trust by his union be subject to any less degree of honesty than the money entrusted to banks or savings and loan associations?)

3. A Republican party that has the courage to stand firm against "creeping socialism" and for economic freedom.

This is the challenge and this is the invitation to others in our community who are "steamed up" and ready to do something about it.

Roy E. Erwin, Pres.
Lemon Grove Republican Club
8127 Golden Ave.
Lemon Grove, Cal.

Lemon Grove Review
Lemon Grove, Calif.

Dear Editor:

The Lemon Grove Woman's club wishes to thank the following merchants for helping our organization to finance part of the much needed repair expenses on our club house porch through the advertising program that will (Continued on Page 9-A)

Local Women Will Attend Confab

Nine Lemon Grove women will attend an area B membership conference of the federation of Woman's clubs Juniors November 28-29 at El Mirador hotel in Palm Springs.

Local Woman's club Juniors planning to attend are: Mrs. H. Lee Nottingham, Mrs. Thomas Mitchell, Mrs. Thomas Cooke, Miss Margaret DeRose, Mrs. Eugene Johnson, Mrs. Benne Jones, Mrs. Cal Meier, Mrs. Ray Offutt, and Mrs. George Telgen.

The local women are taking with them plastic lemons to be used as favors at the conference.

Two Residents Receive Real Estate Diplomas

Two persons from Lemon Grove are among 24 in San Diego county who received certificates in real estate November 14 at University of California extension graduation ceremonies held in the Lafayette hotel in San Diego.



Bill Vandenberg, 46, of 8229 Golden Avenue, is the owner of Dutch Cleaners, 7870 Broadway, which he has owned since 1948. He has been in the cleaning business since 1939 and has been a resident of Lemon Grove for 12 years, having resided in San Diego county since 1938. He is a charter member and was the first program chairman of the Optimist Club, is a member of the Lemon Grove chamber of commerce and is on the board of directors of the San Diego county Dry Cleaners Association. He also belongs to the St. John of the Cross Men's Club of which he is a past president, and served as institutional representative of Boy Scout troops 368 and 369. Vandenberg and his wife, Florida, have three children. "Lemon Grove should incorporate for local rule and capture revenue legally due us," he said when announcing his candidacy for city council. "We must plan and zone for industries in Lemon Grove. If we incorporate services will be increased," he said.

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Jesse E. Lee
For Councilman

VOTE

FOR

JOSEPH CANNIZZARO

FOR

COUNCILMAN

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Lemon Grove at heart"

TO SERVE WITHOUT FEAR OR FAVOR

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—Paid Political Advertisement—

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INCORPORATION

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YES

NO

X

FOR CITY COUNCIL
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X

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 Anne & Randolph West
 Ann & John Seaberg
 John & Mary O'Connor
 Johanna Mar Allister
 Dorothy & Gordon Belts
 Clarence & Electra Heddick
 Kerpi Hardy
 Gerald Hardy
 Kathryn & Robert Day
 Simon & Ruth Buford
 Gladys E. Backman
 Della F. Raine
 John & Betta
 Clara M. Brown
 Robert & Virginia Carter
 Ernest & Inezene Chambers
 Harry H. Coutler
 Bruce Margrett, Olive, & William
 Craig
 Ruth Crocker
 James & Betty Davidson
 Marc D. Adole & Mark F. Funt
 Herbert & Clara George
 James & Mary Gillespie
 Ben & Taylor Giesche
 Ed & Frances Blumhagen
 Ed & Helene Norman
 Walter & Doris Rasmaz
 Thornton & Pearl Anderson
 Samuel & Dorothy Salino
 Willie J. and Louise Mawell
 Le-gre H. and Anna M. Johnson
 Alvin and Virginia Friesen
 Alvin and Janet K. Fisher
 Ray W. and Dore T. Carman
 Frank Burnham

**DON'T THROW AWAY \$598,000.00
OF LEMON GROVE TAXPAYERS MONEY!**

When we incorporate Lemon Grove we will have all the powers enjoyed by San Diego, La Mesa or any other city in the State of California.

The moment we incorporate we will receive as our first year's NON-PROPERTY TAX income the amount of more than \$598,000.00. This money is ours . . . to help run our new city and won't cost us a penny in property taxes. We are now paying taxes on gasoline, automobiles and all sales made in Lemon Grove. The County of San Diego is getting this money and is spending only a small portion of it in our community. When we incorporate next Tuesday, we will immediately begin receiving this money for our own exclusive use HERE IN LEMON GROVE.

Each of the individuals and organization listed on this page urge you to join with them in voting **FOR** Incorporation on November 25th.:

Rev. Robert Rochelle
 L. W. Fritz
 N. R. Flannery
 George A. Scott
 Ernest M. Newton
 Bill Parker
 Bill Vandenberg
 Jesse E. Lee
 Connie Carlton
 F. R. Faucher

John Hatz
Frank Thomas
Bud Young
Marlan Batchelder
Earl Smart
Wallace Dorman
Ken Barwick
Jim Spears
Robert Vaughn
Robert Wilson

Marshall Adams
Dr. Robert Burns
John Burris
Bert A. Betts
Dr. Robert Swenson
v. Mgr. John McDonagh
ev. E. Walter Smith
Rev. Philip Bartlett
Rev. Don Cooke
Rev. Orval Butcher

San Miguel P.T.A. Executive Board
Lemon Grove Men's Club
Lemon Grove Swimming Pool Association
Lemon Grove Chamber of Commerce
Lemon Grove Fire Department Auxiliary
Lemon Grove Women's Club Juniors
Citizens Development Committee
Lemon Grove Teachers Association
Lemon Grove Youth Center
Lemon Grove Business Women's League, Inc.
L.G. Firemen's Relief Association
Kiwanianes

Veterans of Foreign Wars
Lemon Grove Junior Chamber of Commerce

CIVIC COMMITTEE
FOR INCORPORATION

Amelia W. Zellmer
H. E. C. Barron

Civic Committee Co-Chairmen

Carl & Rob
 Rse & Will
 Arthur & Fr
 Chester R
 Robert G
 Betty & Thom
 Chas and W
 Donald & Eth
 Henry J
 Ann & Darrell
 Vesta W
 Elizabeth & Ja
 June & Shigeru
 Joseph J
 Anna, David,
 William & Jo
 Jean R & Jo
 Thais O M
 Thayer A & Gene
 Frank G. & Dor
 Norman F. & R
 Maude I. & Har
 Levi W & Gie
 Emma J
 Clyde A & Marj
 Paul & Fann
 Jim E. Tho
 Alfred L. & Eug
 William B
 George R
 Katherine Ros
 Carl & Lois
 Harry & Virgi
 Lane & Vusi
 Elizabeth & Br
 Anna & Christo
 Leonard

Kelly
 Long
 Jones
 Hoberg
 Hobbs
 Hailey
 Weed
 Johnson
 Anderson
 Ybarra
 Young
 Yamashita
 Zak
 Joseph &
 A. Fridge
 Anderson
 Millian
 J. E. Crow
 C. F. Pine
 Samdahi
 J. Selvig
 Luert
 F. Wood
 Tardiff
 Maston
 M. Tischer
 White
 Stein
 J. Whibler
 Jackson
 D. D. Dick
 Carroll
 R. Capring
 Richert
 Hise

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Joe & Lee
Thomas & W
Francis & Ma
Charles W
George & W
Sola & Rog
Janet & Ow
Edwin & M
James & W
Virginia & W
Jackietta & W
Charles & Lu
Andrew & M
Reginald & S
Walter C
James & W
Grace & S
Kathleen
Maulah & J
Alfred & J
Robert
Frank & I
Eury & Elizabeth
Fred & A
Fred & Ho
Phyllis & R
Hessina G
Francis & Ph
Marcella & R
Robert & W
Robert R & Hattie
Charles A & W
May G & Z
Angela L. & J
Fred & Elizabeth
Warren T
James R & Hattie

rushing
 ter Schaefer
 gie Schuller
 Wilson
 ie Wright
 r Walters
 n Thomas
 ury Rush
 uan Rife
 red Riedick
 ren Pualper
 etta Ehnitz
 arel Dinkley
 ily Carlson
 urchase
 Bismarck
 n Hagen
 Greene
 uth, Omaha
 r Brown
 dams
 a Wiley
 n Weisberg
 Willett
 n Weber
 bert Bams
 (knowled)
 ita O'Neill
 ard Martin
 imilia Linger
 W. Langerman
 z and A. Long
 r Lichten
 eds. Blagich
 n M. Kover
 Michael
 E. Patterson

Donald N. A.
Robert L. N.
Jackson M. & V.
Basil G. & M.
Albert L. & E.
Richard D. & M.
Chester C. & L.
Theodore R. & B.
Eugene A.
Evelyn & J.
Jacob V.
Imogene W.
Joseph & K.
Lore & M.
Hubert & A.
Charles & H.
Hetty & E.
Louis & M.
Lavona & P.
Bevelly
Clarence & H.
Barbel & H.
Patricia & H.
Wesley B.
Joseph & A.
Earl & M.
Dorothy & J.
Ethel V.
John & R.
Felix
Mildred & J.
Tony
Felix & L.
Erin & M.
Ellen Lillian
Friedrich & J.
Clymer & V.

eta D Smith
 et M Weiner
 ary E Ammons
 nina Cyabine
 elyn M Fuller
 a Z Hollingshead
 e P Heemer
 ly A King
 ueline Elzy
 eph Ekubo
 oiet Gaud
 illiam Klefer
 ummarie Leone
 nus Nelson
 gus Pedrial
 iet Rowland
 ent Smith
 ry Wagoner
 al Wilmore
 Wines
 agn Wendtiff
 ph Wardner
 eter West
 Ambrose
 Mary Fox
 ssa Kava
 John Klubb
 squette
 ara Selp
 Edward J
 get Sandling
 James
 a Marber
 tie Mayes
 I. McQuinn
 iline Lonsell
 e Kemp

Joseph E.
Hibbard C. C.
Harvey E. J.
John G. H.
Charles F. & E.
Ralph R. & E.
Hart M.
Mamie M.
John R. & Elsie
Emil & E.
Evelyn
Erline & R.
Earl & Joseph
Barbara A.
Doris E. &
Albert R. &
John & Kath
Bess & H.
Mildred
Albert & H.
Dorothy & V.
Edward H.
Edward & E.
Gauge & R.
William A. &
Edward I. &
Henry & B.
Marcel & C.
Beret C.
Rebecca
William J. &
Josephine &
Julia H.
John C. & Har
Keith & Bern
John C. & E.
Walter & J.
Lillian F.
Lue & Dortha
Richard & C.
Narcissa
Alice & V.
Helenwood
Emeline
Lorraine
James
Virginia Fern. (H)
Theresa

Sharkey Jr
 Thierine F Stubbs
 Louis J. Pottle
 Collette W. Reed
 Elizabeth M Taylor
 An Turgerson
 Yous
 Owsley
 J. D. Chast
 Hor M. Knigshaus
 uth Wolk
 Hebbeler
 Albert Rethen
 Lloyd Morrison
 Wm. M. M
 Fred Meier
 Mary M. Gae
 ry Livingston
 and Andrew
 Henry
 Ben Seibach
 Reginald Castanon
 Fairweather
 Isa Hemen
 Mona Jemina
 Estima M. Stars
 J. J. Higgins
 George Milan
 thea L. Weber
 Vaughn
 Fairweather
 J. S. Castaneda
 (ph) Castaneda
 Fletcher
 eta F. Hughes
 S. Jennings
 James K. Kim
 McArthur
 E. M. Kinney
 Lucina Wilder
 Terline
 Agni Stevens
 England
 Morgan
 Mitchell
 E. Stevens
 Paul Neuringer
 Army
 Paul, Bollen

Elmer
 Dean & M
 Fran
 Betty & T
 Emil & L
 Lee & M
 Grace & M
 Arthur & V
 Gene & A
 Enola & L
 Galeb & V
 Alfred & L
 Elvie & L
 Barbara & A
 Anna & M
 Ann & J
 Jack & M
 Johanna
 Dorothy & A
 Clarence & A
 Mary
 Gerald
 Katherine & A
 Susan & A
 Gladys E
 Julia
 John
 Clara M
 Robert & V
 Ernest & Lou
 Harry
 Bruce
 C
 Ruth
 James & B
 Mary D Adele
 Herbert & A
 James & W
 William & T
 Rex & Fran
 Emil & H
 Walter & L
 Thornton & F
 Samuel & D
 Willie & M
 George
 Alvin & Vir
 Alvin & Jas
 Ray W & L
 Frank

nes Wingo
 James Hurrell
 Laura Patrick
 nes Pilling
 nes Horvathy
 ginsia Butera
 Robert West
 nes Williams
 ginsia Williams
 erty Wilifong
 arli Wilson
 Carl Wheeler
 ndolph West
 nes Berg
 O'Connor
 arli Allister
 Gordon Ellis
 eottra Hedrick
 Hardy
 Hardy
 Hardy Dady
 Ruth Bedford
 Mackman
 Baine
 Baine
 Bannan
 ginsia Coster
 nes Chambers
 Caulter
 Clive & William
 Clive
 Tricker
 erty Davidson
 & Mark F. Froese
 nes George
 erty Gillespie
 nes Graham
 nes Stinchcomb
 nes Norman
 erty Harney
 arli Henderson
 erty Saline
 Levine Moxley
 nes Thompson
 ginsia Figueroa
 erty M. Fulkner
 erty T. Carmichael
 erty Ham

Space limitation allowed only for the first 1,408 endorsements. More than 3100 Lemon Grove voters are now members of this committee.

Paid Political Advertisement

City Council Candidate



Dr. Robert F. Burns, 35, of 1925 Englewood drive, is a veterinarian with offices at 7572 North avenue, the Lemon Grove Veterinary hospital. He has lived in Lemon Grove for 3 1/2 years and has been a resident of California for 10 years. A native of Grand Rapids, Michigan, he and his wife, Jackie, have four children. He is president of the Lemon Grove Swimming Pool Association, a member of the Lemon Grove Kiwanis Club, the county, state and national Veterinary Medical Association, the Lemon Grove Chamber of Commerce and is active in Scouting. Announcing his candidacy for the Lemon Grove City Council he said, "I am firmly convinced the incorporation of Lemon Grove can bring to our community the services and attributes needed to make it the finest community on earth, through the employment of sensible and sound business practices in the administration of our city. Home rule will give us local and direct control of our tax dollars and Lemon Grove can use these dollars to provide the services and recreational facilities that we so badly need, without increasing the taxes that we already pay. To this end, I seek to serve on this City Council."

City Council Candidate



Mrs. Florence E. Casteau, 2317 Difosa street is a native of Philadelphia, Pennsylvania, and was raised in Fort Thomas, Kentucky, a suburb of Cincinnati, Ohio, where she was graduated from high school. She moved to San Diego in 1944 and has lived here ever since. She has been a resident of Lemon Grove for 3 1/2 years. She and her husband, Leo, have three sons, aged nine, eight and four. She was employed as a secretary of the Union Title & Trust Co. for five years before and after her marriage in 1940. She is active in PTA work, the Lemon Grove Swimming Pool Association and she and her husband are active in Scouting. She is also secretary of the Lemon Grove Democratic Club. In announcing her platform she said, "I chose to run for a seat in the city council of our proposed City of Lemon Grove because I see a need for good planning if we are ever to make this a desirable place to live. I am constantly reminded of the inscription on the civic center in downtown San Diego which reads "Good Government Depends Upon the Intelligent Interest of Every Citizen." If elected I intend to use this common sense approach to our problems."

Lemon Grove (Calif.) REVIEW
Page 4A November 23, 1958

New Home Won By NC Family

Mr. and Mrs. Otto W. Lacy of 1337 Roosevelt avenue, National City, recently were selected winners of a free Harmony home. The drawing culminated a contest sponsored by the 15 Harmony Home Builders throughout Southern California. Nearly 600 people were eligible.

Mr. and Mrs. Lacy chose the "Duet" two-bedroom model which was built by Leveon Builders, Inc. 4th and "E" street in Chula Vista. The home was awarded November 8.

Over 200 Harmony homes have been built in the San Diego area by the three local Harmony Home Builders: Cypress Builders, Leveon Builders, and Sea Grove Builders.

Electrical And Home Appliance Show Set To Run Six Days At Balboa Park Hits \$735,000

The 1958 admission free electrical and home appliance show sponsored by the Institute of Home Appliances of San Diego County will be held in the electric building at Balboa Park from November 23 to December 1. J. Clark Chamberlain, show manager, has announced. Doors will open at 1 p.m. on the first day and thereafter at 1 p.m. closing time at 10:30 p.m.

Chamberlain said that this year's show is especially eventful since it is the twenty-fifth to be held in San Diego and will be the best ever. He stated that in observation of this silver anniversary, a "then and now" theme will be featured. Many of the exhibits will include appliances of the 1933 era, highlighting the improvements which have been made and the many new appliances which have come into being since that time.

The state contribution fund has set a check for \$735,000 to the state treasury in payment of its annual premium.

The tax pool to the state is based on 1957 net premiums, less a deduction with a tax formula and applies to all insurance companies in California.

The annual state contribution fund comes from insurance companies, paid by policyholders for working compensation insurance and from earnings on invested funds.

You can plan your life and your actions without regard to what others think or do but you can't live to yourself, whether you want to or not.

Tax Comparison Made In Survey Tabs

TABLE I.
TAXES COLLECTED IN CALIFORNIA
1955-56

	Amt.	% of Total	Per Cap.
Federal Individual Income and employment taxes	\$4,043,000,000	42.96%	\$300.91
Corporation taxes	1,278,000,000	13.58	95.12
Misc. Int. Rev. taxes	824,521,000	8.76	61.37
State-collected taxes	1,575,094,000	16.74	117.23
County-collected revenue except property taxes and trust funds	105,100,500	1.11	7.82
City-collected revenue except property taxes	253,754,000	2.70	18.86
General property taxes	1,238,800,000	13.16	92.20
District property taxes	93,079,000	.99	6.93
TOTAL	\$9,411,348,500	100.00%	\$700.44

SUMMARY

Federal collections	\$6,145,521,000	65.30%
State collections	1,575,094,000	16.74
Local collections	1,690,733,500	17.96
TOTAL	\$9,411,348,500	100.00%

TABLE II.
STATE COLLECTED TAXES OF CALIFORNIA*
State Budget Estimates for 1957-58

	Est. Amt.	Per. Cap.
GENERAL FUND REVENUE -		
3% Sales and Use	\$651,100,000	\$48.45
Personal Income	165,300,000	12.30
Insurance Premium	45,100,000	3.36
Inheritance and Gift	40,750,000	3.03
Alcoholic Beverage	39,685,000	2.95
Private Railway Cars	1,510,000	.11
Other General Revenue	46,857,000	3.49
SPECIAL FUND REVENUE -		
Motor Vehicle Fuel Taxes	308,500,000	22.96
M. V. License & in lieu taxes	240,850,000	17.93
M. V. Transportation Taxes	19,250,000	1.43
Horse Racing Fees	28,278,000	2.10
Liquor License Fees	10,150,000	.75
1-cent County City Sales & Use tax	217,011,630	16.15
Other Special Funds	64,045,000	4.76
TOTAL	\$1,878,596,630	\$158.67

* State aid to school districts and welfare subventions are given from the General Fund. Distributions to cities are from special Fund Revenue.

TABLE III.
LEMON GROVE PROPERTY TAXES - 1957-58

Item	Tax Rate	Levy**	Cap.	% of Total
County	\$1.99	\$377,000	\$13.85	28.5
School	3.62*	690,498	26.94	51.8
Fire Protection	.56	106,958	4.47	9.0
Hospital	.10	19,082	.80	1.4
Metropolitan Water	.25	48,340	2.02	3.8
S.D. Water Authority	.09	16,538	.69	1.3
Library	.07	12,722	.54	1.0
Sanitation	.33	59,264	2.40	4.5
TOTAL	\$7.01	\$1,281,382	\$55.70	100.0

* The difference between the 1956-57 school tax rate, \$3.62, in the Lemon Grove District and \$2.95 in the San Diego Unified District, gives the impression of high school taxes in Lemon Grove. Due to lower assessed valuations per pupil, however, Lemon Grove obtains Elementary State Aid of \$187.19 per pupil compared with \$148.61 for the same grades in San Diego Unified. Foundation Fund taxes levied per elementary pupil are \$44.41 in Lemon Grove and \$63.34 in San Diego.

** 1957-58 Levy proportioned to 1956-57 rate breakdown.

TABLE IV.
MUNICIPAL INCOME OF SAN DIEGO COUNTY CITIES
1955-1956*

	Per Capita Amounts	Coronado 7.15
Carlsbad	18.82	\$4.05
Chula Vista	7.16	2.00
Coronado	7.15	1.27
El Cajon	6.92	1.49
Escondido	7.08	2.10
La Mesa	7.01	1.32
National City	6.51	2.80
Oceanside	6.81	5.09
San Diego	8.65	2.83

* Source: Report of State Controller.

TABLE V.
EXPENSES OF SAN DIEGO COUNTY CITIES - 1955-56
Per Capita Amounts

	Police	Fire	Health	Sanitation	Libraries	Streets	Waste	Water	Transp.	Unempl.	Total
Carlsbad	\$7.50	\$4.75	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$11.25
Chula Vista	3.00	11.00	.08	1.00	1.00	1.00	1.00	1.00	1.00	1.00	19.08
Coronado	4.70	20.00	.08	1.00	1.00	1.00	1.00	1.00	1.00	1.00	29.78
El Cajon	4.92	8.07	.08	1.00	1.00	1.00	1.00	1.00	1.00	1.00	17.97
Escondido	3.77	14.81	.08	1.00	1.00	1.00	1.00	1.00	1.00	1.00	23.65
La Mesa	3.19	13.54	.08	1.00	1.00	1.00	1.00	1.00	1.00	1.00	21.79
National City	6.91	13.07	.08	1.00	1.00	1.00	1.00	1.00	1.00	1.00	26.06
Oceanside	7.78	10.43	.08	1.00	1.00	1.00	1.00	1.00	1.00	1.00	23.29
San Diego	4.18	11.50	.13	1.00	1.00	1.00	1.00	1.00	1.00	1.00	22.81
All City Average	4.80	14.15	.10	1.00	1.00	1.00	1.00	1.00	1.00	1.00	25.04

* Protection of persons and property - police, fire and other protective services.
* Source: Annual Report of State Controller.

TABLE VI.
PERSONAL INCOME - SANDIEGO COUNTY**
- In Thousands -

Year	\$	%
1940	232,280	3.97%
1945	711,765	4.27
1950	908,178	4.62
1954	1,485,607	5.46
1955	1,655,021	5.62
1956*	1,770,872	5.44
1957*	1,967,350	5.94

PERSONAL INCOME PER CAPITA

	1954	1955	1956
U.S.A.	\$1,767	\$1,846	\$1,940
California	2,185	2,295	2,419
San Diego County	2,015	2,151	2,347

** As defined by the United States Department of Commerce, Office of Business Economics.
* Estimated by Los Angeles Bureau of Municipal Research from taxed retail sales reports.

TABLE VII.
SAN DIEGO COUNTY
PERSONAL INCOMES DECLARED FOR STATE INCOME TAXES

Year	Net Income	Tax Assessed
1935 Net	\$ 28,491,377	\$ 235,030
1939 Net	30,153,561	371,048
1945 Net	187,115,256	1,554,049
1948 Net	178,479,747	1,336,469
1949 Net	301,588,000	1,740,769
1950 Net	332,903,278	2,383,218
1951 Adj. Gross*	526,637,281	2,911,614
1952 Adj. Gross*	655,130,363	2,291,631
1953 Adj. Gross*	719,164,732	3,441,289
1954 Adj. Gross*	764,943,913	3,819,026
1955 Adj. Gross*	897,949,949	4,370,403
1956** Adj. Gross*	988,021,900	5,478,280
1957 Adj. Gross**	988,021,900	5,478,280

* ADJUSTED GROSS INCOME includes salaries and wages less travel and lodging expenses incurred in connection with employment, dividends, interest, annuities, a percentage of net gains or net losses from the sale or exchange of capital assets ranging from 100 percent if the assets are held less than one year to 30 percent if held over 10 years, gains or losses from the sale or exchange of property other than capital assets, rents and royalties less expenses attributable thereto, gross receipts from business less business expenses, and miscellaneous income.

** Source: Annual Report of California State Franchise Tax Board.

TABLE VIII.
LEMON GROVE DWELLING UNITS
For Years Ending December 31st

Year	Units
1950	3,743
1951	4,504
1952	5,292
1953	5,681
1954	6,014
1955	6,232
1956	6,801
1957	7,177

GROSSMONT UNION HIGH SCHOOL DISTRICT
Dwelling Unit Estimates*

Year	Homes
1956	46,140
1957	49,000
1960	54,000
1965	72,000

* Based on Project School Population by Superintendent of Schools

TABLE IX.
PUBLIC SCHOOL ENROLLMENT RECORD

Year	Lemon Grove Elementary	Grossmont Union High
1946	843	2,458
1947	1,100	3,248
1948	1,287	4,130
1949	1,523	3,950
1950	1,770	4,315
1951	2,100	5,630
1952	2,285	5,831
1953	2,500	6,657
1954	2,812	7,444
1955	3,103	8,087
1956	3,163	10,078

Source: San Diego County Superintendent of Schools

TABLE X.
1957 RETAIL SALES INCOME FORECAST
San Diego County Cities

City	Sales in 2nd Quarter*	Estimated 1957 Total**
Carlsbad	\$ 8,311	\$ 33,650
Chula Vista	74,730	301,680
Coronado	26,867	107,100
El Cajon	122,047	494,100
Escondido	71,079	287,650
Imperial Beach	9,417	40,000
La Mesa	40,791	163,160
National City	121,613	488,700
Oceanside	81,710	330,800
San Diego	1,742,191	7,051,200
Unincorporated	185,013	751,300
County Total	\$2,509,167	\$9,758,600

* By State Board of Equalization
** Estimated by Los Angeles Bureau of Municipal Research

TABLE XI

RETAIL SALES OF SAN DIEGO COUNTY CITIES

City	1953	1954	1955	% Change
Chula Vista	\$ 1,724,000	\$ 1,851,000	\$ 2,000,000	125.0
Coronado	2,450,000	2,600,000	2,750,000	28.5
El Cajon	10,771,000	11,571,000	12,371,000	176.1
Escondido	3,100,000	3,350,000	3,600,000	59.7
La Mesa	1,050,000	1,150,000	1,250,000	132.6
National City	2,541,000	2,741,000	2,941,000	87.9
Oceanside	2,175,000	2,375,000	2,575,000	98.0
San Diego	95,555,000	107,700,000	119,850,000	42.7
Unincorporated	145,100,000	157,250,000	169,400,000	11.1
Total of City	248,677,000	275,112,000	297,112,000	63.7
Total of County	10,622,000	11,612,000	12,602,000	94.9
County Total	\$10,707,000	\$10,724,000	\$10,714,000	57.9

** Approximate non-conformity with taxed retail sales is due to tax exemptions and taxed sales or use taxes collected from non-retail store transaction.

TABLE XII

RETAIL SALES PER SQUARE MILE - 1954

City	Area in Square Miles	Annual Sales Per Square Mile
Chula Vista	4.9	\$ 6,130,000
Coronado	1.7	6,534,000
El Cajon	1.1	26,540,000
Escondido	3.2	8,274,000
La Mesa	3.4	7,226,000
National City	4.6	6,969,000
Oceanside	8.8	3,344,000
San Diego	95.2	5,513,000
Lemon Grove	4.1	8,850,000**

See other side for sales per square mile in Los Angeles County Cities 1954. Attention is called to the exceptional volume per square mile where retail facilities are serving a regional area.

* 1957 Resident Potential
** U.S. Census of Business - 1954

TABLE XIII

RETAIL SALES OF LOS ANGELES COUNTY CITIES

PER SQUARE MILE*			
City	Sales Per Sq. Mile	City	Sales Per Sq. Mile
Alhambra	\$12,963,000	Lynwood	\$11,280,000
Arcadia	8,163,000	Manhattan Beach	3,108,000
Azusa	6,847,000	Maywood	13,154,000
Bell	17,345,000	Monrovia	9,672,000
Beverly Hills	27,378,000	Montebello	4,167,000
Burbank	11,148,000	Monterey Park	3,224,000
Claremont	2,905,000	Pasadena	12,280,000
Compton	16,734,000	Pico Verde	378,000
Covina	10,629,000	Pomona	5,802,000
Culver City	18,751,000	Redondo Beach	8,712,000
El Monte	20,934,000	San Fernando	24,519,000
El Segundo	2,190,000	San Gabriel	11,700,000
Garden	18,190,000	San Marino	4,007,000
Glendale	8,386,000	Santa Monica	10,124,000
Glendora	2,757,000	Sierra Madre	3,034,000
Hawthorne	12,381,000	Signal Hill	1,113,000
Hermosa Beach	20,512,000	South Gate	11,048,000
Huntington Park	34,878,000	South Pasadena	5,871,000
Inglewood	18,582,000	Torrance	2,776,000
La Verne	1,279,000	West Covina	708,000
Long Beach	11,439,000	Whittier	15,703,000
Los Angeles	9,966,000	All City Average	\$ 8,681,000



Manning Places In Gym Event

Jim Manning of the La Mesa gymnastics club, a student at Helix high school, won second place November 8 on the trampoline at the Bruin alumni invitational gymnastics meet in Hollywood. This was Manning's first competition outside of San Diego county. He has competed in the Southwest A.A.U. meet and the Junior Olympic gymnastics meet, but this marked his first major meet.

"He did an excellent job and well represented our club. We are all very proud of him," said his coach, Plato Arapostathis.

Manning is one of 35 members of the La Mesa club.

☆ Good iron is not for nails, nor good men for soldiers. — Chinese Proverb

City Council Candidate



Joseph Cannizzaro, 41, 7820 Palm street, is a buyer-manager for Dryer's Furniture Co. in San Diego. Born in Brooklyn, New York, he has lived in Lemon Grove for four years. He and his wife, Elsie, have two daughters, Jacqueline, 18, and Naomi, 14. He is a member and former president of the Lemon Grove Men's Club. His background includes a stint as organizer for the AFL labor union and a mediator on the AFL labor board in New York state. A graduate of Standard Business Institute in Buffalo, New York, he also attended City College in New York. "I have the interests of the people of Lemon Grove at heart," he said, "and will serve without fear or favor every first class citizen whether he lives in a tent, trailer or home. If elected to the City Council, local government guarantees the American way of life in that it is government of the people, for the people and by the people," he concluded.

Monie Hall, San Diego television celebrity, has been named grand marshal of the parade that expects to perform before a crowd of 300,000 or more, according to president Ralph D. May. Thirty-two floats, representing themes from Mother Goose nursery rhymes, highlights the huge assemblage of 125 units. Marching units, political figures and movie and television personalities and numerous special units make up the remainder of the 12th annual children's parade.

Bonnie Wheeler, 17-year-old Grossmont high school senior, reigns over this year's parade with her maid-of-honor Michael Jesperson and the 10 runners-up for the Cinderella princess crown. Expected to attract considerable attention are the Weaver clowns, a Lakeside unicycle group and the quarter midget drill team sponsored by College Center Optimist club.

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Helen McFarland Tuve, 3218 Kempf street, was born on a farm near Springfield, Missouri. Daughter of a building contractor, she grew up in Riverside and attended University of California at Los Angeles. At 19 she had the responsibility of being teacher and principal of an eight-grade school in Riverside county. After her marriage, she lived for 14 years in the Los Angeles area. For several years she managed property for the Western Loan and Building co., under the management of Friend W. Richardson, former governor of this state. During World War II she returned to teaching and resigned from the Los Angeles city school system when her husband was transferred to San Diego 12 years ago. Mother of three children, Michael, a senior at State college, Perry, a junior at Mount Miguel, and Pamela in the sixth grade at Golden Avenue. Mrs. Tuve has been active and interested in school, civic, youth and church affairs. A graduate of San Diego State, Mrs. McFarland Tuve is currently taking postgraduate work there. She says, "Wouldn't it be a good idea to have at least one woman on the Council to help guide the future course of our flourishing community?"

Persall Promoted To Navy 'Chief'

Chief Archie B. Persall, USN, recently was honored at a "boot chief" ceremony at utility squadron seven, NAAS Brown Field, Chula Vista.

The ceremony, a day long affair in honor of Persall's promotion to chief.

Chief Persall resides at 2020 Bonita street, Lemon Grove, with his wife Dawn, and their four children, aged one through 12.

Utility Squadron seven, which is a component of the Pacific fleet utility wing under Captain J. Roubesh, is commanded by commander W. A. Comer.

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ROGER S.
MARTIN
FOR CITY COUNCIL**

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Pre-Concert Dinner Set For Monday

The women's association of the Lemon Grove school district will sponsor a pre-concert dinner at the Rose Hodge Manor on Monday, at 6 p.m. The dinner will be held at the Rose Hodge Manor, 2100 Broadway, and will feature a buffet and a cash bar.

Mrs. A. F. Elmer, president of the association, will preside at the dinner. The book "The Children of the Iron Contract" by George M. Foster will be the subject of the dinner.

Reservations for the dinner must be made with Rose Hodge Manor by November 21.

Roundtrip bus service for the dinner will be available with reservations to be made with Mrs. Gordon Decker, HO 6-7939.

City Council Candidate



James J. McEntee, 42, of 2422 Buena Vista avenue, is a senior at San Diego State college where he is majoring in local government. A resident of Lemon Grove for three years, McEntee is a 20-year veteran of the navy seeing action in World War II and the Korean War. He was born in San Francisco. He is a member of the San Miguel school PTA, branch nine of the Fleet Reserve Association, the Elks lodge and the local union number 500. His wife, Trudy, who is a graduate of State college where she majored in education, and he have a daughter, Rainelle, seven-years-old. If elected to the Lemon Grove city council, he said, he will work to keep unnecessary municipal expenses down.



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**FRANK C. DOOLIN
FOR
CITY COUNCIL
VOTE FOR
LEMON GROVE
INCORPORATION
Tuesday, Nov. 25th**

—Paid Political Advertisement—



Harry Griffen has been a resident of San Diego county for 50 years, the last 24 being in the La Mesa-Lemon Grove area. He is married and lives with his wife, Margaret, and their three children at 8305 Allon drive. He received his education in San Diego city schools and was in the banking profession until 1946 when he became vice president of the Mt. Helix Associates, Inc., a position he still holds. He was president of the La Mesa Rotary club in 1941 and charter president of the Lemon Grove Rotary club in 1954. He has also been director of both the Lemon Grove and La Mesa chambers of commerce. He has served eight years as vice president and director of the Helix Irrigation district. He also served as trustee in the Grossmont Union high school district and the Lemon Grove school district. Griffen is opposed to the incorporation of the Lemon Grove area. His belief is that the tax base is not large enough to support the services the people of the area will rightly demand. His position on governing the Lemon Grove area has always been that the area will receive the most for the least by annexing to the city of San Diego. If the area of Lemon Grove is incorporated and if Griffen is elected to the council, he said he will continue his crusade for efficiency and economy in all local governing bodies.

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Jesse E. Lee
 For Councilman

City Council Candidate City Council Candidate



Roger S. Martin, 46, of 2025 Skyline drive, is a journeyman electrician and a native of Grove City, Minnesota. He came to San Diego in 1943 and moved to Lemon Grove in 1949. He and his wife, Lucille, have one son. He attends the Baptist church. "If elected as your councilman," he said, "I will work for needed road repairs and better road and building inspection. I am also interested," he continued, "in more sidewalks for children's safety when walking to and from school. I will study the reason for increase of taxes when Lemon Grove incorporates. Our money from taxes will be spent on Lemon Grove improvements. Incorporation of Lemon Grove will mean your taxation dollar will be spent in Lemon Grove."

City Council Candidate



Frank C. Doolin, 40, of 8034 Imperial street, is a Carnation Milk Co. employee and has been a resident of Lemon Grove since 1943. He was born in Trenton, Missouri. He



Lawrence Sozzani, 3115 Chateau Way, is a licensed public accountant. He operates his own business in San Diego. Sozzani was born and raised in New York city where he received his formal education. He is a graduate of Pace college. He majored in accounting there and moved to Lemon Grove after receiving his B.S.A. degree in 1950. Sozzani is 34 years old. He is married and he and his wife, Vini, have four children. During World War II Sozzani served three and one-half years in the U.S. army signal corps. He is a member of Elks lodge 168 in San Diego and said he looking forward to the start of a lodge in Lemon Grove. Sozzani's platform is based on the desire to reduce taxes through sound budgeting principles and judicious fiscal spending, he said.

and his wife, Raylene, have a son, Steven, eight-years-old. He is active in Cub Scout Pack 308 and is Neighborhood commissioner for the Scouts. His activities also include the presidency of the Lemon Grove Swimming Pool Association, of which he has been a member for four years; a member of the Golden Avenue school PTA (he received a PTA life membership last year) and has been Halloween carnival chairman at the school for the last two years. "I sincerely believe," he said, "we need better government in Lemon Grove which we will get through incorporation and also must take a greater interest in youth activities and fight to keep taxes down."

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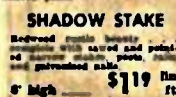
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City Council Candidate



Dr. Gilbert Chassy, 47, physician and surgeon with offices at 3288 Main street, is an 11-year resident of Lemon Grove. He resides at 3288 1/2 Main street with his wife, Rose, and son Bruce, a student at State College. A daughter, Eleanor, is attending the University of California at Berkeley. Dr. Chassy is a native of New York. He is a member of the Lemon Grove Men's Club and headed the committee for incorporation two years ago. "I firmly believe," he said, "the future success and prosperity of Lemon Grove rests upon the accomplishments of incorporation. I am firmly dedicated to the policy of holding the line on unnecessary expenditures and, if elected, would work toward the reduction of taxes."

City Council Candidate



Alfred H. "Fred" Brauer, 43, of 8395 Golden avenue, is a general building contractor with 14 years experience. He is currently building 22 rental units in Lemon Grove and 41 residences in Encanto. He is a member of the San Diego Building Contractors association, National Association of Home Builders, Lemon Grove chamber of commerce, Lemon Grove Men's club, a charter member of the Lemon Grove Optimists club, past president and deputy governor of district 7, Toastmasters International, and director of the industry section of the Community Chest and Red Feather drives. He majored in civil engineering at Duke university. Brauer and his wife, Roberta, a former University of California research analyst, have a two-year-old son. Announcing his candidacy, Brauer said, "Our community must stick together, protect and guide the destiny of Lemon Grove by incorporating and electing a forthright, honest and competent city council and demand and get full value for money spent. Our taxes can and should be lowered and services improved. I sincerely pledge my experience and utmost efforts to serve the residents of Lemon Grove to the very best of my ability," he concluded.

City Council Candidate



Lawrence F. Vlach, 3282 Kempf street, USMC Ret., is the auditor of the San Diego Trust & Savings bank. Vlach is a 10 year resident of Lemon Grove. He is a native of Illinois and has resided in California since 1941. Vlach retired from the United States Marines Corps as a result of wounds received in combat during World War II. "I believe that if the residents of Lemon Grove desire to maintain the present limits of the area, to preserve the name of Lemon Grove and to have a voice in self government, they should take positive action. If not, the area must, by necessity, be gradually reduced and annexed to surrounding areas, ultimately leaving the remaining residents no choice but to receive that which may be offered to them," Vlach said. Vlach said that Lemon Grove needs many things and he intends to see that the community gets them by fair and just procedure. Vlach and his wife, Mary, have been married for 26 years.

City Council Candidate



Harry H. Valasek, 33, of 1598 Drexel drive, is an electronics engineer employed at the naval electronics laboratory in Pt. Loma. He has lived in Lemon Grove since 1952. He was born in Ohio and raised in Chicago, Illinois, where he graduated from high school. He served with the army and after being discharged attended a technical school and received a B. S. degree in television engineering. Upon graduation he worked for the Atomic Energy Commission at the University of Chicago as a research technician. At the outbreak of the Korean War he was recalled to active service in the navy as an electronics technician. He and his wife, Julia, have a son, Richard, 5 1/2 years old. "I have chosen to run for city council," he said, "because most of the employed people of Lemon Grove are salaried and I feel that a salaried person should have a seat on the council. I will view every increase in taxes as if it were a cost which must be absorbed by me and not passed on to clients or customers."

VOTE FOR
Harry H. Valasek X
FOR CITY COUNCIL
Lemon Grove Incorporation

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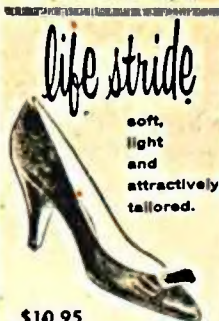
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Grossmont Play Fund-Raising Club Tickets Available Schedules Meet

Tickets went on sale this week for "Bad Seed," first play of the school year, which will open November 26 in Grossmont high school's new little theatre.

"Bad Seed" will also be presented on Thanksgiving night, and on Friday and Saturday, November 28 and 29, in the new campus theatre.

Tickets may be reserved by calling HO 6-4155 and asking for the student exchange.

"Bad Seed," Maxwell Anderson's stage thriller, was a best selling novel and successful motion picture, as well as a Broadway success. The Grossmont production will be the first local showing of the play, which deals with a 10-year-old girl who has no moral conscience, and with the problems which her murderous activities create.

The Mt. Miguel Boosters club recently formed to raise money for much needed facilities at Mt. Miguel high school, will meet for the first time Tuesday of next week, 7:30 p.m., in the wrestling room at the school.

The organization recently presented a 301-name petition to the Grossmont school board requesting funds be apportioned for lights, bleachers, score board and added grass at the school's foot ball field. Lewis Smith, Grossmont school district superintendent, informed them the requested facilities are far down the priority list.

The Boosters hope to acquire funds for the facilities by staging a dance December 13 in the school cafeteria and through donations.

Other money-raising projects will be discussed during the meeting Tuesday night.

City Council Candidate



Norman Polakowski, 33, of 1993 Imperial street, holds a teaching degree and is employed in the aircraft industry where he has worked as an electrician, production planner, special courses instructor, technical illustrator and a tool

designer. He and his wife, Margaret, have lived in Lemon Grove for five years. They have two children, Toni and Greg, who attend San Aliso school. His reasons for candidacy for Lemon Grove city council, he explained, are, "to see that there is a good sound reason for any tax increase and to see where taxes can be pared wherever possible without harming the city or its people. I have long been interested in our various forms of government, because I, like everyone else, am affected by its laws and functions. We all must participate in our federal, state and local governments. As a home owner it would be my duty to protect property values with proper and sensible zoning laws if I am elected to the city council. Finally, we must do all in our power to see that Lemon Grove will develop and grow into a place we can be proud to give to our children in the near future."

Lemon Grove Incorporation Questions Answered

Many questions have been asked about the advantages and disadvantages of forming a sixth class city of Lemon Grove. The Committee of 1,000 for "home rule" gathered together the most often asked questions and supplied the answers. These are reproduced in this feature.

The committee is headed by H. E. LeBaron, Captain, USN, Retired, and Mrs. Louella W. Fellows, a member of one of Lemon Grove's first families.

As a preface to the questions and answers, the committee had this to say:

Incorporation is a matter of "COMMUNITY SURVIVAL."

QUESTIONS and ANSWERS

1. What are the general boundaries of the proposed new city of Lemon Grove?
2. For all practical purposes, they are identical with those of the Lemon Grove Fire Protection District and embrace an area of approximately 4.1 square miles.
3. What is the present population within these boundaries?
4. Approximately 34,000 people, residing in 6,691 dwelling units. Lemon Grove still has considerable room for residential development and its ultimate population is expected to reach 65,000.
5. What is the present assessed valuation of all taxable property within the proposed new City of Lemon Grove?
6. Approximately \$18,000,000.
7. How will incorporation affect property taxes in Lemon Grove?
8. There will be no increase in taxes because of incorporation. In fact, an exhaustive and unbiased survey conducted by James O. Stevenson of the Los Angeles Municipal Bureau of Research, one of the outstanding authorities on municipal taxation, shows that total property taxes under incorporation actually will be less than in Lemon Grove remained in County territory.
9. How will it be possible to operate the new city of Lemon Grove without an overall increase in property taxes?
10. By reason of the fact that Lemon Grove, as a city, will receive approximately \$96,000.00 a year in NON-property tax revenue which will be more than adequate to pay for all basic municipal services. At the present time, this money is paid into the County General Fund for county-wide use, with little or no direct benefit to Lemon Grove residents. Only by becoming an incorporated city can Lemon Grove retrieve this revenue for local use.
11. How much will this NON-property tax revenue average per family in Lemon Grove?
12. Approximately \$75.00 per family per year.
13. Where will this non-property tax revenue come from?
14. From various sources, including: State subventions, city sales taxes, licenses, permit fees, franchise fees, fines and forfeitures, the city's share of State liquor license fees and cash aid from the County, etc.
15. What are State subventions?
16. Various State-collected taxes, a portion of which are returned to all incorporated cities on a per capita basis or by some other fixed formula of apportionment, including: (1) "In Lieu" taxes on motor vehicles which yielded California cities approximately \$5.00 per registered car in 1957. This revenue comes from the 2% tax on the valuation of all motor vehicles which the State collects as a part of the annual license fees paid by all motor vehicle owners.
17. (2) State gas taxes from which five-eighths of a cent per gallon is apportioned to cities. The estimated per capita yield to cities last year was over \$2.50.
18. How much revenue can the new city of Lemon Grove expect each year from these two sources and how will it be paid?
19. Approximately \$136,034 from "in lieu" taxes, payable in December and June, and an estimated \$71,338 from "gas taxes," payable quarterly.
20. How much money will the new city of Lemon Grove receive from sales taxes, when will it be paid and how is the amount computed?
21. Approximately \$25,000 per year, payable monthly and based upon 1% of all taxable retail sales made within the boundaries of the city. Since April 1, 1958, all cities and counties throughout the State have been authorized to impose an additional 1% tax on all retail sales except food, and the collection and distribution of this revenue is handled under contract by the State Board of Equalization. At the present time, as an unincorporated area, all of this money applicable to retail sales in Lemon Grove is paid to the County, but immediately after incorporation it will become available to local use.
22. How much sales tax revenue has been received by various cities in San Diego, Orange and Los Angeles Counties since the 1% sales tax became effective?
23. City of La Mesa, \$24,705 for the fiscal year ending June 1958; City of El Cajon, \$405,303 for the calendar year of 1957, and \$441,725 for the fiscal year ending June, 1958; City of University, \$991,037; Lynwood, \$42,495; Redondo Beach, \$403,637; Anaheim, \$796,512; Fullerton, \$458,900; Garden Grove, \$238,158; Newport Beach, \$248,347; Bellflower, \$235,000; and Santa Ana, \$1,377,730.
24. What are some of the other principal sources of NON-property tax revenue which the new city of Lemon Grove will receive and when will they be paid?
25. LIQUOR LICENSE FEES—Net revenue from liquor license fees collected annually by the State Department of Alcoholic Beverage Control and apportioned to each city on the basis which such fees collected within its boundaries bear to the total net amount collected throughout the State. Payable semi-annually in April and October. This revenue will be substantial but no definite estimate is available.
26. COUNTY GAS TAX (Cash Aid to Cities)—Derived from 3/16ths of a cent per gallon and distributed on a formula based on population (85%) and mileage of major streets (15%). The estimated income to the new City of Lemon Grove from this source will total approximately \$12,411, payable annually.
27. FINES AND FORFEITURES—California cities receive substantial revenue from fines and forfeitures imposed by Inferior Courts for violations of City Ordinances, and violations occurring within the city boundaries of the Motor Vehicle Code and Penal Code. Funds from this source are realized on a monthly basis and should approximate an annual total to the new City of Lemon Grove of \$79,000.
28. OTHER SOURCES—Nominal business license fees, building permits, amusement and admission taxes, plus a "privilege fee" for use of publicly dedicated rights of ways, streets and easements, etc., by public utilities. These sources of revenue are optional with the City Council and most of them would be collected on an annual basis. It is estimated that such licenses, permits, etc., would add an additional \$71,000 of NON-property tax income to the new city.

The area proposed for incorporation faces extinction as a separate community unless cityhood is approved. It cannot avoid constant threat of annexation to surrounding cities if it remains county territory. Once annexation succeeds in any part of the area, the balance of the territory will become a recurring target for piecemeal dismemberment.

"NO CITY WAS EVER BUILT WITH THE SOLE OBJECT OF BEING INCORPORATED, BUT IN INCORPORATED AS AFFORDING THE BEST MEANS OF BEING WELL GOVERNED."

(Opinion of Chief Justice JOHN MARSHALL in 1819 in the case of McCULLOCH vs. State of MARYLAND.)

- Q. Will it be necessary to make an immediate census of the population of the new City of Lemon Grove in order to determine its apportionment of various State collected taxes?
- A. NO. These allocations to the city are based on a special formula of multiplying by 3 the number of registered voters residing within the boundaries of the municipality at the time of incorporation. On this basis, Lemon Grove will receive credit for a population of 38,185 . . . or a total population of 24,555.
- Q. What effect will incorporation have on the Lemon Grove school district?
- A. ABSOLUTELY NONE. School district boundaries will remain exactly as they are now, and as a City of General Laws, the municipality of Lemon Grove will have NO jurisdiction over and will NOT be responsible for the operation of this district. Schools are NOT a part of city government, but autonomous political subdivisions governed by their own elected officials and supported by their own tax rates.
- Q. What is the exact procedure for getting the new City of Lemon Grove on the State tax roll in order to receive its share of subventions and other State-collected municipal revenues?
- A. The incorporation election will be held November 25th. The results will probably be canvassed by the Board of Supervisors one week later, and within a few days thereafter, the Clerk of the Board will certify the returns with the Secretary of State. Lemon Grove officially becomes a city and automatically goes on the State tax roll as soon as this is accomplished.
- Q. Do I have to own property in the proposed City of Lemon Grove in order to vote at this Incorporation Election on November 25th?
- A. ABSOLUTELY NOT. The election Code provides that anyone who has lived in California for one year and in the county for 90 days AND who has registered as a voter is eligible to vote.
- Q. What is the property tax rate in Lemon Grove at the present time?
- A. The San Diego County Tax Rate varies from \$5.06 in some areas to \$8.75 in others.
- Q. What experience have the newly incorporated cities who have voted FOR incorporation in the past two years had with regard to COMBINED county and city tax rates?
- A. BELLFLOWER starts its second year with NO LOCAL TAX and a reduction of about 10c per \$100.00 by absorption or elimination of county tax items. PARAMOUNT absorbed 32c in county taxes and added a 25c local tax. This resulted in savings of 7c per \$100.00. NORWALK, SANTA FE SPRINGS and others offer more than a year still have NO local taxes.
- Q. How many salaried employees will we need to run our new city?
- A. Bellflower operates with 6 full time and 3 part time employees. Other cities vary from 3 to 20 employees under the "contract plan." Lemon Grove could operate successfully with from six to ten employees.
- Q. How will Lemon Grove City Planning and Zoning matters be handled after incorporation?
- A. A local Planning Commission of ONLY Lemon Grove citizens will be appointed and they will make all the decisions on such matters.
- Q. Will Lemon Grove taxpayers have to "foot the bill" for expensive City Hall and other capital investments?
- A. NO. Many new cities have offices which they rent for under \$150.00 per month. There will be no need for a City Hall for several years. In time Lemon Grove may do as Lakewood did. They saved up their NON-property tax revenues and other income and at the end of 4 years built themselves a NEW city hall at absolutely no expense to local taxpayers. (This new hall was dedicated in June of this year.)
- Q. Where can we verify any particular question we might want to ask independent of the local Lemon Grove City Committee FOR incorporation?
- A. The Los Angeles Bureau of Municipal Research is located at 117 W. 9th Street. A telephone call to Mr. James O. Stevenson at MAdison 7-3388 will put you in touch with him immediately. Other source records are available at the following locations: City of Paramount, Mayor Ernest McCracken; City of Norwalk, Mayor Demetrio A. Apodaca; L. A. County Contract Services Coordinator, Arthur Will, Jr.; State Comptroller Robert Kirkwood; Sacramento San Diego County Clerk R. O. Bud Jones; San Diego County Assessor John McQuillen; San Diego County Superintendent of Schools, Dr. Cecil Hardesty; California State Franchise Tax Board, John I. Campbell, Executive Director.
- Q. Who are the members of the Executive Committee of the City Committee FOR incorporation?
- A. H. E. LeBaron, Captain, USNR, Retired, Chairman; Louella W. Fellows, Chairman; Mrs. Marion Barthelet, Woman's Division; Earl Smart, Legal Committee; Wallace Dorman, Legal Committee; Ken Barwick, Legal Committee; I. P. Spears, Finance Committee; Robert Vaughn, Finance Committee; Robert Wilson, Treasurer; Dr. Robert Swanson; Rt. Reverend Manager John McDonagh; Reverend E. Walter Smith; Reverend Philip Bartlett; Reverend Carl Cox; Reverend David Butler; Reverend Robert Rachelle; Lemon Grove Chamber of Commerce Board of Directors; Marshall Adams; Ben A. Burns; John Burns; Connie Carlton; F. R. Faucher; N. R. Flannery; L. W. Fox.

- Q. A few people have told us that "we are not ready" for the business of running our own business affairs. Is this true?
- A. Lemon Grove incorporates in November, 1958, we will be approximately 88th in population in the State of California which has 352 incorporated cities (League of California Cities Records). In land area and assessed valuation we will be within the top 40% of all such cities in California. Our citizens are as intelligent and as able as any in the neighboring areas or in any city in California. If all these assets and all these people are large enough to be desired by our neighbors in a piecemeal "dismemberment" operation we must be of sufficient stature to be persons who make these statements are probably hiding some "ulterior motive" which is not immediately apparent. BEWARE OF "SELF APPOINTED" TAX EXPERTS. The Civic Committee of 1000 FOR incorporation is composed of most of the civic, economic and spiritual leaders in our community. They have studied this program and have investigated these matters completely. Surely these line leaders would never have consented to lead this program had they not been convinced that the interests of ALL the people of Lemon Grove would be best served by SAVING LEMON GROVE FOR LEMON GROVE. This Civic Committee has no interest of any kind in who runs for City Council. They ARE vitally interested in saving our traditions and our local history from extinction.
- Q. How soon after incorporation can a local property tax be levied?
- A. NO CITY TAX OF ANY KIND CAN BE LEVIED UNTIL JUNE OF 1959 . . . and then it will only be such tax as may be needed to support portions of anticipated county special districts which are now in full force. As has been previously pointed out, THERE IS NO NEED FOR ANY LEMON GROVE TAX if the councilmen you elect are sound businessmen who listen to the voices of their people. Almost without exception the new contract plan has been adopted throughout Southern California without local taxes and are continuing to do so. Many economies in government are possible. If local groups decide to build swimming pools on every other corner, then, of course, someone will have to pay for them. The Civic Committee has been pledged to economy in government, and will continue to press for this kind of local Lemon Grove Government.
- Q. Who is eligible to be a Councilman?
- A. ANYONE who has lived in California for 1 year and who has resided within the proposed City Limit of Lemon Grove for the past 34 days may file his or her candidacy for City Council. Each must be a qualified elector at the time of filing. After election, the newly elected council of the five (5) candidates receiving the most votes will meet and among themselves select their own Mayor. The two candidates receiving the largest number of votes will be elected to hold office until the first Tuesday following the first Monday in April of 1962. The three (3) receiving the next highest votes will hold office until the first Tuesday following the first Monday in April of 1960. It is a custom that the candidate receiving the smallest number of votes is usually elected Mayor. This is not a law, just a custom. To qualify as a candidate for City Council, each candidate must have taken out formal nominating papers. He or she must then have had not more than ten (10) qualified (registered) voters sign his or her nominating papers. ONLY FIVE OF THESE MUST BE GOOD SIGNATURES. Frequently people think they are registered when they are not. Thus out of ten, five must "stand up" under County Registrar's search.
- Q. Will the City Councilmen be paid any salary?
- A. NO. Lemon Grove City Councilmen will NOT BE PAID if the public, at a later date, would like to pay their representatives, it takes an election to allow any salary. Council members are allowed traveling expenses when on City business . . . these bills must be presented and verified by open court session.
- Q. What will be the costs of some of the principal services to be rendered by the County to the new City of Lemon Grove under the Contract Plan?
- A. FIRE PROTECTION. . . No direct cost to the city. The present Fire District rate will continue to pay for this service. The new city will take over the Fire District since the city boundaries and the fire district boundaries are almost exactly the same. This is a tax rate which may be either absorbed by the new council or all of the sales taxes or other non-property tax revenues, or allowed to continue as a functional fire district within the city and continue to carry its own tax structure as it is at present. NO CASE WILL THIS TAX BE INCREASED. POLICE PROTECTION. . . The County Sheriff's office will continue to provide police service until June 30, 1959. At that time contract prices will be established which experience has shown will be more than amply financed out of fines and forfeitures or other non-property tax revenues. ROAD MAINTENANCE. Approximately \$5,000.00 per year. This was the amount estimated spent by the county during the 1957-58 year on maintenance. Lemon Grove will have \$161,000.00 available for this work AFTER incorporation. This money will come from gasoline and other non-property tax revenues available to Lemon Grove ONLY after cityhood has been voted. HEALTH AND SANITATION REGULATION. . . County Health Department will continue to enforce all State laws without expense to the city. They will enforce any local ordinances from a very remote place. PROSECUTION OF CITY ORDINANCE VIOLATION. The District Attorney will continue to prosecute all State Felony and Misdemeanor crimes within the city. As to the municipality, if the city desires, the District Attorney's Office will handle prosecution of local ordinance violations. An on hand fund for this work is available from non-property tax revenues. BUILDING INSPECTION SERVICE. Handled through the County Office. Present fees collected from applicants should more than cover the cost of this contract service.

- Many new contract service cities (Bellflower, Paramount, Pico Rivera, Lakewood, etc.) have received a surplus in this work which is added to the General Funds of a new city.
- POUND SERVICE. . . Includes pick-up of strays, dead animals, 24 hour emergency and rabies control service. All the city has to do to continue this service is to pass an ordinance identical with the County Pound Ordinance and enter into a contract with the County. License fees authorized by such ordinance will be retained by the County and are normally sufficient to cover all costs . . . again no local taxes will be needed to pay for this service.
- COUNTY JAIL SERVICE. . . The County will continue to house all prisoners charged with violations of State Laws at NO cost to the city. The County will house city prisoners at a daily cost for females and another cost for male prisoners. These fees are established and may be paid for out of non-property taxes.
- ASSESSMENT AND COLLECTION OF PROPERTY TAXES. All cities in San Diego County contract with the County for the assessment and collection of property taxes. As fixed by State Law, the County charges \$250.00 for the first \$25,000 collected and 1/4 of one per cent on the balance collected.
- Q. What effect will incorporation have on County taxes?
- A. Taxes will actually be less than they are now.
- Q. How will this reduction be possible?
- A. By using NON-PROPERTY tax revenues to absorb the cost of many of the special services now being financed by direct taxes on your property. At the present time there are 17 Tax Code areas within the boundaries of the proposed City of Lemon Grove. There are 7 special tax districts in Lemon Grove. Four of these will be automatically dissolved upon incorporation. The other 3 may be withdrawn at the option of the new City of Lemon Grove.
- Q. Why are property taxes generally higher in unincorporated areas than in cities?
- A. Because any rapidly growing and heavily populated area such as Lemon Grove requires extended or special community services. California law provides that special assessment districts MUST be formed and ALL services MUST BE PAID FOR BY A DIRECT TAX LEVY AGAINST ALL PROPERTY LOCATED WITHIN SUCH DISTRICT. The great advantage that incorporated cities enjoy is that they can rely on property taxes to provide these special services. Most of these services in cities can be and ARE paid for out of NON-property tax revenue . . . out of money which they and you ALREADY PAY . . . but which Lemon Grove as county, unincorporated territory CAN NOT have or use in their particular area nor for their specific use.
- Q. Will we be without any services while the change-over is made from County to City status?
- A. THERE WILL BE NO INTERRUPTION OF SERVICES OF ANY KIND. In fact, all county services will continue uninterrupted to June 30, 1959. You have already paid your county taxes for these services and the County will continue to serve Lemon Grove. All the new city need do is request the continuance of service.
- Q. What happens to these services after June 30, 1959, and how will they then be paid for?
- A. Any one of three separate courses or combination of services are open to the new City of Lemon Grove: (1) Lemon Grove may elect to remain in certain County districts and continue to receive the existing level of service. (2) In the case of certain districts which are automatically dissolved or where the County is no longer obligated to provide certain types of service, the new City of Lemon Grove may either set up its own service facilities or continue to contract with the county to provide the desired service at a fixed annual rate or on a basis of a pre-determined fee schedule. WHICHEVER CHOICE IS MADE THE COSTS CAN BE PAID OUT OF NON-PROPERTY TAX REVENUES. (3) The new City of Lemon Grove may assume full responsibility for ALL Municipal-type services and set up its own departments and provide its own personnel to render these services. Under this plan, all applicable county tax assessment districts and taxes would be discontinued and the City would receive its share of various district assets. In this case some financial burden will have to be assumed for rapid outlay. HOWEVER, any city tax levy which might result from this program would probably be more than offset by the resultant elimination of certain county tax districts.
- Q. What plan of municipal operation is recommended by the Civic Committee FOR incorporation?
- A. The Civic Committee and nearly all the candidates for the City Council are definitely committed to the "contract plan" for services. This will mean that for the first few years of incorporation the new City of Lemon Grove will contract for most all of the needed services. These will include police, street maintenance, street construction, lighting maintenance, prosecution of city ordinance violations, building inspection services, jail facilities, agency ambulance service, county library facilities, enforcement of health and sanitation regulations, pest service, assessment and collection of taxes, etc.
- Q. What are the advantages of the "contract plan" of services?
- A. By the installation of these services, Lemon Grove will make certain that no crisis of any sort will be precipitated through the disruption of existing county services. This will enable the new City of Lemon Grove to accomplish the transition to cityhood gradually and economically. If the new city needs more or less of any contracted service it can be readily and immediately accomplished. No long waiting periods of personnel and no long waits for physical facilities will be required. The County has the trained personnel and "know how" to do the job for the city. The primary advantage to the city is that until it can "test" its ground, it need not invest in costly buildings and equipment or assume large payroll expenses. In the meantime, Lemon Grove will be assessing NON-PROPERTY tax revenues for future use.

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City Council Candidate



Ralph V. Armstrong, 60, of 1415 Golden avenue, a law enforcement officer for nearly 10 years, worked with the state Department of Justice's narcotics detail for 23 years in northern California. He is now retired. He has lived in Lemon Grove for five years and is a homeowner with wife, Florence, and four children. He also a World War II veteran, member of VFW Post 2082 and a master Mason.

City Council Candidate



... E. Lee, 53, is a retired navy man. He retired in 1957 as a captain, after working his way through the ranks in a seaman's rating. He is a member of the chamber of commerce, the Toastmasters, Master Mason and has served on committees for the arch of Dimes, Heart Fund, Immunity Chest, Navy Relief and Red Cross. He and wife, Odell, married for years, live at 1660 Taft ave. They own their home and rental apartments. They have been residents of Lemon Grove for 11 years and residents of San Diego county for years. Lee is a native of Spheenville, Texas. In outlining his election platform, he said, "I am interested in community's welfare and opposed to increased taxes unless they are increased the people by popular vote. I am also interested in promotion of playgrounds and recreation areas for children. I feel I am qualified to live on the Lemon Grove city council because of my extensive training in administrative work in the navy. I served the staff of the Western Frontier which is comprised of the 11th, 12th and 13th air districts. I also served administrative officer for Naval Repair Facility in San Diego."

... blood of the soldier makes glory of the general.
—Napoleon I

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NOVEMBER 25th

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LETTERS TO THE EDITOR

(Continued)

appear on 24 card table tops. Twenty-four new card tables will also be ours through their help, and we do sincerely thank The San Diego Trust and Savings Bank, Durham's Insurance Agency, Spears Ford, Pernicano's, Dial Pharmacy, Lowe's Toggery, Grove Motel, Ralph's Service Center, Vada Lois Beauty Salon, Avalon Cafe, Conrad Lemon Grove Mortuary, Marie West Parrish, Broadway Market, Kustom Kitchen, Popular Delicatessen, Walter's Jewelry, Children's Bootery, Rister-Hughes Insurance Agency, Ray's Shell Service, San Diego Glass and Paint Co., Hazlip's Pharmacy, Lemon Grove Drug, Lemon Grove Hardware Co., Lemon Grove Shopping Center, Hoss Refrigeration, Massachusetts Ave. Lumber Mart, Candy School of Music, Magic Carpet Cleaners, Canfield Brakes, Fred's Auto Shop, Dutch Cleaners, Gordon's Market, Culligan Softwater Service, Acme Sandblasting Co., Carman Ranch Club, Evelyn Winton's, Mac's Montery Market, C. R. Antony Co., Dinner Bell Cafe, Joe's Shoe Service, The Lemon Grove Review, Mason Feed & Garden Center, Collier's Texaco Service, Pilgrim House Maple Shoppe, Miller Dairy, John Dail Insurance Co., Hunter's Nursery.

Mrs. D. D. Lairsey
Ways & Means Chairman

La Mesa Flashinettes
Accept Escondido Bid

The La Mesa Flashinettes and Little Sparks baton groups, sponsored by the La Mesa Recreation department, under the direction of Miss Deanna Feister, have accepted an invitation to participate in the Toyland parade at Escondido, November 30, 2:30 p.m., according to Tom C. Lean, Jr., superintendent. The uniforms of this group are powder blue corduroy with lightning flashes of silver sequin trim. The girls wear white leather boots and silver sequin hats.

City Council Candidate



Charlie Krause, 37, of 8127 Broadway, is a realtor. He is a member of the American Federation of Musicians, the National Real Estate association of California, the Lemon Grove chamber of commerce, the Lemon Grove Men's club, and has served on committees for incorporation and improvement of Broadway. Krause has taken several courses in city planning and complex financing at the University of San Diego. Krause worked his way through high school in a small town in South Dakota and two years of college in Chicago. He served in the army during World War II. After being discharged he spent 10 years in the furniture and interior decorating business. His hobbies are public relations, psychology, oil painting and prospecting. He was chairman of the March of Dimes last year for the Lemon Grove area. His motto is, "Business comes where it is invited and stays where it is appreciated."

☆ A Connecticut study reveals that single car accidents in 1957, in which one or more persons died, claimed the lives of 83 percent of drinking drivers involved.

Apartment Zoning Request Turned Down By Planners

SAN DIEGO (CNS) A request for apartment house zoning along Sweetwater road from Jamacha road to Helix high school, was turned down by the county planning commission Friday. Commission members said it would boost values on land needed for the belt line freeway. The state department of highways is planning a freeway in the area to connect highway 101 with the highway 94 freeway. The highway department is keeping secret the exact route for the freeway.

The commission had approved the zoning asked by Hollenbacher and Kelson, a firm subdividing the area, on September 12, but the board of supervisors had refused to accept the commission's recommendation. At the request of road commissioner Joseph Mack, supervisors asked the planning group to reconsider its decision.

Mack repeated his protests at the Friday session of the planning commission, saying it would cost more to buy apartment house land for a freeway right-of-way than it would be to buy single family residential land.

The subdividers said the land was only suitable for apartments. They sought the zoning on grounds that the road might not go through. They asked for the zone change now so it would not be subject to protests expected after the area was built up. "I'm sympathetic to Hollenbacher and Kelson," commissioner George Johnson said, "but I'm not willing to jack up the price that will have to be paid for the right-of-way."

Norton R. Randall, representing Hollenbacher and Kelson, asked for a chance to be heard but was told it was not a public hearing and all the evidence had been taken September 12. The commission then voted to retract its apartment house zoning recommendation and instead suggest to Supervisors single residence zoning. The rest of the area has single residence zoning.

In his reassurances on the route of the belt line freeway, Mack said the only reason the county is currently buying rights-of-way in the area is because it has used up its funds for projects scheduled to be worked on sooner.

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Local Opti-Mrs. Club
Receives Birthday Gift

The Lemon Grove Opti-Mrs. November 12 entertained the College Center Opti-Mrs. at a meeting held at Michael's restaurant. The College Center club presented their hosts with a gavel as a memento for their first birthday. Proceeds from the Lemon Grove club's current candy sale will provide finances for the Christmas family the club "adopted" this year.

REV. COOKE NAMES
THANKSGIVING RITES

Thanksgiving day services will be held at 9 a.m. at the Lemon Grove Methodist church. The Rev. Don Cooke will deliver a sermon on "Faith of Our Pilgrim Fathers." Four grains of corn will be given to each person attending the service. The corn is symbolic of the sacrifices made by the Pilgrims who founded our nation.

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City Councilman

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City Council Candidate



Elton M. Loveland, 2335 D Foss street, was born and raised in New York state. He came to San Diego in 1937 and has been a resident of Lemon Grove since 1955. Loveland has held the office

of first vice commander of Old Town American Legion post, San Diego publicity officer for American Legion, president and member of the board of directors of the University of California industrial relations alumni, president and vice president of U.S. Naval Station federal credit union and committeeman for the Boy Scouts. He is now the treasurer of the Cal Air federal credit union. Loveland earned the certificate of public administration by completing the required courses at San Diego state college. He has also taught machinists at San Diego vocational school. He was personnel administrator for five years as a federal employee at U.S. Naval repair base in San Diego. He had the responsibility of 400 to 1,000 employees there. Loveland is now employed in the tooling department at California Aircraft in El Cajon. He and his wife, Virginia, have four children: Mary, 17, Bob 15, John, 13, and Cathy, 10. "If you give me the honor of serving you on the city council," he said, "I will serve to promote the general welfare at the most economical cost."

City Council Candidate



Ira L. Durham, 69, 3270 Main street, is a retired insurance agent and drive-in theatre manager who has lived in Lemon Grove since 1933. He owned the Durham Insurance Agency in Lemon Grove and was manager for seven years of the Cinema Drive-In Theatre. He was twice commander of the VFW Post in Lemon Grove, commander of the La Mesa American Legion Post in 1947-48, was chairman of the board of trustees of the First Congregational church of Lemon Grove, was on the banking and sewer commit-

tees of the Lemon Grove Chamber of Commerce, is a Master Mason, a Rotary Club member, member of the Men's Club since 1934, was a member of the Helix High 12 Club and is presently serving on the San Diego County Grand Jury. He and his wife, Julia have four children, all of whom graduated from Grossmont high school. Durham said, "Lemon Grove should incorporate for the betterment of the community and keep taxes as low as possible consistent with good government."

Irrigation Tax Payments Due

The Helix Irrigation district reports assessment tax payments are now due and payable at the district office in La Mesa. The entire tax may be paid now, or it may be paid in two equal installments as shown on the tax statement. The first installment must be paid no later than December 22. After that date the tax becomes delinquent and is subject to a 10 percent penalty, district officials said. The second installment on the assessment tax becomes delinquent after June 20, 1959.

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SKIRT	Pencil thin	Royal, Black, Cream	7 to 11	\$3.99	
BLOUSE	drip dry cotton	White	3 to 6x	\$2.49	7 to 11 \$2.99



Mary Monroe

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—Open Every Friday Evening Until 9 p.m.—
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All U.S.D.A. Graded Good
Ground Round
Round Steak
Rump Roast

69¢ lb



HAM

Fully cooked in the smokehouse wonderful flavor. Not an ounce of waste.

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STOKLEY—2 1/2 Can APPLE SAUCE

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STOKLEY—303 Can WHL-KERNAL CORN

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VAN CAMP CATSUP

TABLE TESTED

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U.S. NO. 1 YAMS

2 lbs. 15¢

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